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# 前言

《新一代大学英语》是根据教育部关于大学英语教学改革文件的精神，结合高校大学英语教学实际，针对全国普通高等院校编写的一套立体化通用英语教材。

《新一代大学英语》（发展篇）针对英语基础较好、英语需求较高的学生，已于2015年出版。经过三年的使用，“发展篇”以其先进的编写理念和一流的质量取得了良好的教学效果。“基础篇”与“提高篇”以“发展篇”的成功经验为基础，结合普通本科高校的教学实际进行编写，为更多的学生学习英语提供优质教学资源。

教材以提升学生的英语应用能力为重点，兼顾培养学生的思辨能力与跨文化交际能力，以实现《大学英语教学指南》提出的“基础目标”与“提高目标”教学要求为目标，满足不同院校非英语专业学生英语学习的不同需求。

## 编写依据

《新一代大学英语》（基础篇）（提高篇）有效贯彻“分类指导、因材施教”的原则，以适应各高校个性化教学的实际需要。教材依据“基础目标”与“提高目标”要求分阶段设计，既体现不同侧重，又实现循序渐进，支持高校结合院校特点及学生情况安排教学，满足不同水平学生的不同需求。

《新一代大学英语》（基础篇）（提高篇）全面实践“产出导向”教学法，以有效提高大学英语教学效率。教材体现“学习中心”、“学用一体”、“全人教学”的教学理念，以“输出驱动”、“输入促成”和“选择性学习”的外语教学假设为指导，采用“驱动（Motivating）- 促成（Enabling）- 评价（Assessing）”教学流程，培养学生用英语解决问题的能力。

《新一代大学英语》（基础篇）（提高篇）秉承“搭建智慧课堂，启迪智慧学习”的编写原则，充分利用信息技术给教育模式带来的变革，以全面支持混合式教学模式。教材建设配套数字课程与慕课平台，突出资源共享、师生互动、交互训练、数据反馈等功能，以实现优质慕课资源、在线自主学习与课堂教学的优势互补，全力支持教师进行智慧教学设计。

## 教材特色

### 设计贴合实际，激发学习兴趣

从普通本科高校的英语教学实际和学生学习兴趣出发，设定贴近学生生活、体现实用性的交际场景，选取难度适中、长度适宜的输入材料，设计灵活多样的练习形式，以真实场景与创新设计激发学习积极性。

### 主题内涵丰富，提升人文素养

主题丰富，既涵盖校园生活、休闲娱乐、情感发展、人生规划等话题，又涉及社会发展、历史文化、政治经济和科技创新等方面，提升科学人文素养，助力个人成长；选材内容坚持思想性原则，培养学生正确的价值观，发展其思辨能力；文化视角全面，展现多元文化，注重中国文化，通过比较分析中外文化，坚定文化自信。

### 内容紧扣需求，夯实语言基础

教材设计紧扣普通本科高校学生语言发展需求，关注词汇、搭配、语法、篇章等基础语言知识，注重听、说、读、写、译基础语言技能，并结合微课视频讲解语言学习策略，在线交互练习加强基础语言学习，为学生语言应用能力的发展夯实基础。

### 产出任务先导，实现学用一体

有效实践“产出导向法”，遵循“输出驱动-输入促成-产出评价”的教学流程，以产出任务作为教学起点和教学终点，用输入材料引领学生进行“选择性”学习，有针对性地学习重点词汇、搭配、功能表达、篇章组织等，从内容、语言和结构上为完成产出任务做好准备，最终实现学用无缝对接。

### 混合教学模式，创建智慧课堂

依托“U 校园智慧教学云平台”，开发与教材深度融合的移动数字课程以及创新的慕课平台。数字课程采用微课设计，包含视频微课、在线练习、互动讨论等形式，与教材有机结合，相互依托；慕课平台让优秀慕课资源在院校间流通共享，形成云端学习共同体。以教材、数字课程、慕课为支撑的智慧课堂既为学生的自主学习提供资源支持，又为教师的教学设计提供数据支持，同时为创建学习共同体与实现智能教学管理提供技术支持，实现线上线下、课内课外的深度融合，助力混合式教学模式实践。

## 教材构成

《新一代大学英语》“基础篇”与“提高篇”分别针对《大学英语教学指南》所设定的“基础目标”和“提高目标”设计。

“基础篇”与“提高篇”分别包含《综合教程》（配教师用书）1-2 级和《视听说教程》（配教师用书）1-2 级。与教材配套的还有慕课视频、数字课程、移动学习应用等资源，有利于实现混合式教学，创设智慧课堂，提升教学效果。

《综合教程》与《视听说教程》每级各 8 个单元，每单元围绕同一主题展开。《综合教程》每单元以一项真实任务开启学习之旅，带领学生对两段音视频材料与两篇阅读文章进行选择学习，逐步掌握完成任务需要的语言和结构，拓展思维，形成观点，并最终进行产出实践。《视听说教程》每单元提供视角多元、难度适宜的音视频输入材料和循序渐进、全面系统的听力及语音技巧讲解，通过形式多样的听力练习和富有启发性的口语输出活动，帮助学生夯实语言基础，提升英语听说能力。

## 编写团队

《新一代大学英语》（基础篇）（提高篇）系列教材总主编为南京大学王守仁教授。《视听说教程》分系列主编为浙江大学何莲珍教授。教材策划与编写团队来自复旦大学、浙江大学、山东大学、西安交通大学、苏州科技大学、首都师范大学、哈尔滨工业大学（威海分校）等多所高校。权威的编者团队，为本系列教材在有效性、思想性与趣味性等各方面的贯彻与创新奠定了坚实的基础。教材在编写过程中还邀请了全国十余所目标院校进行试用，凝聚了近百位一线教师的经验与智慧。同时，在教材编写和修改定稿的过程中，外籍专家 Wilfred Michael Curtis 参与了审定与指导。

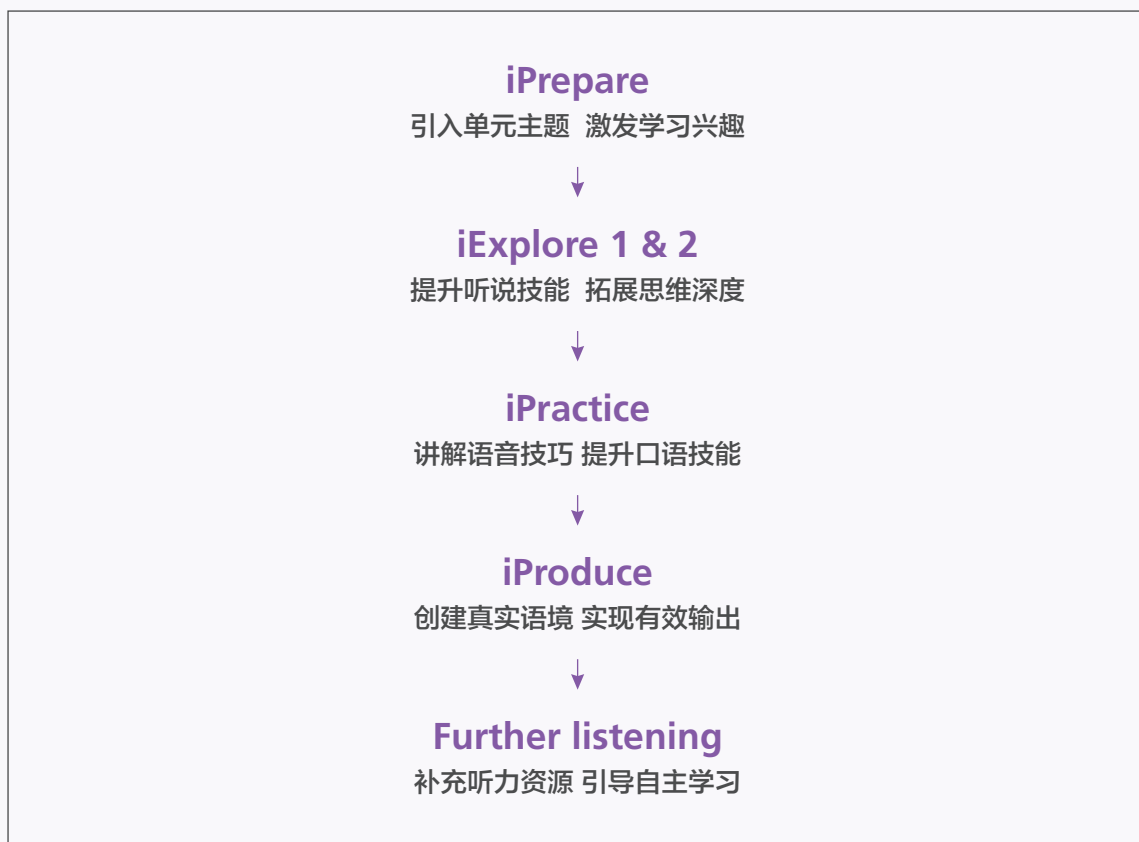
中国特色社会主义进入新时代，国家与社会对新一代大学生的英语学习与英语能力提出了新的要求。《新一代大学英语》（基础篇）（提高篇）专门为新一代的大学生编写，期望能以先进的教学理念与创新的教学模式为新时代的大学英语教学改革注入新的活力，明大学生所思，予大学英语教学所求，成国家及社会所需。我们同时也希望，在教材使用过程中，得到更多院校师生的反馈意见与建议，以便我们不断完善教材，提供全面支持。



# 编写说明

《新一代大学英语 视听说教程》“基础篇”与“提高篇”分别针对《大学英语教学指南》设定的“基础目标”和“提高目标”的教学要求而编写。“基础篇”与“提高篇”秉承“发展篇”的编写理念，在教材难度、单元主题、练习设计、策略培养、数字资源等方面进行全新设计，完善从“基础”到“提高”再到“发展”的教材体系，满足不同院校非英语专业学生英语学习的不同需求。

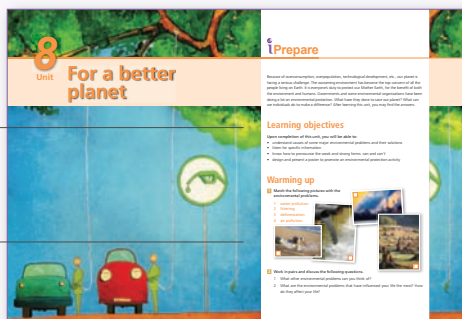
《新一代大学英语 视听说教程》“基础篇”与“提高篇”共分4级：“基础篇”1-2级和“提高篇”1-2级。每级包括8个单元，单元主题与《综合教程》相呼应。单元结构具体如下：

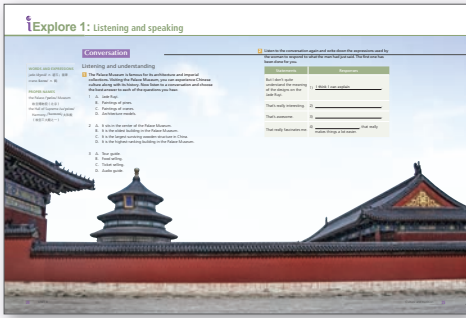


## iPrepare

**Learning objectives:** 从内容、技能和输出活动三个维度出发，提供清晰具体的学习目标，帮助学生明确单元学习目的。

**Warming up:** 通过图片描述、互动采访、小组讨论等形式多样的热身活动，激发学生学习兴趣，激活学生已有知识，为单元学习做好准备。





## iExplore 1: Listening and speaking

包括四段音频输入素材，涵盖长对话、短文听力和新闻听力。选材难度适中、视角多样、语言地道。针对不同类型的输入素材提供形式多样的听力和口语活动，帮助学生提高听说能力，增进思维深度。

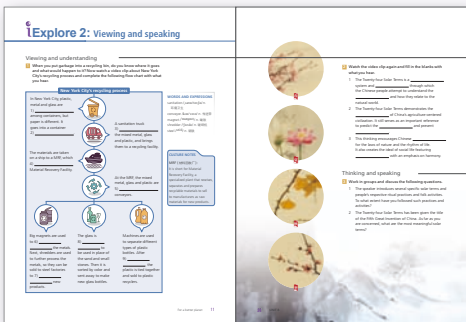
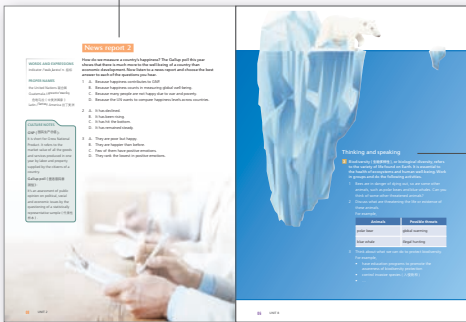
### 听力活动：

针对**长对话**和**短文**素材设计单项选择、正误判断、排序、填空、记笔记等题型，培养学生获取信息、处理信息和整合信息的能力。

针对**新闻**素材设计听力选择题，引导学生获取新闻大意和重要细节信息，帮助学生有效提升新闻听力技能。

### 口语活动：

听说结合，先听后说。在听力活动之后，针对**长对话**或**短文**素材，提供富有启发性的口语输出活动，提升学生口语表达和交流沟通能力；同时注重引导学生从不同角度看待问题，培养学生的思辨能力。



## iExplore 2: Viewing and speaking

包括一段视频输入素材。视频内容放眼世界、聚焦热点，帮助学生拓宽视野，增进文化理解力。针对视频素材提供听力和口语活动，帮助学生分析整合信息，深入理解视频。

### 听力活动：

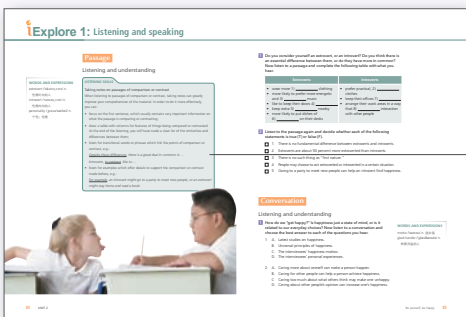
听力活动科学合理，包括图表、摘要、流程图等题型，帮助学生总结、概括信息，分析素材思路，整合视频信息。

### 口语活动：

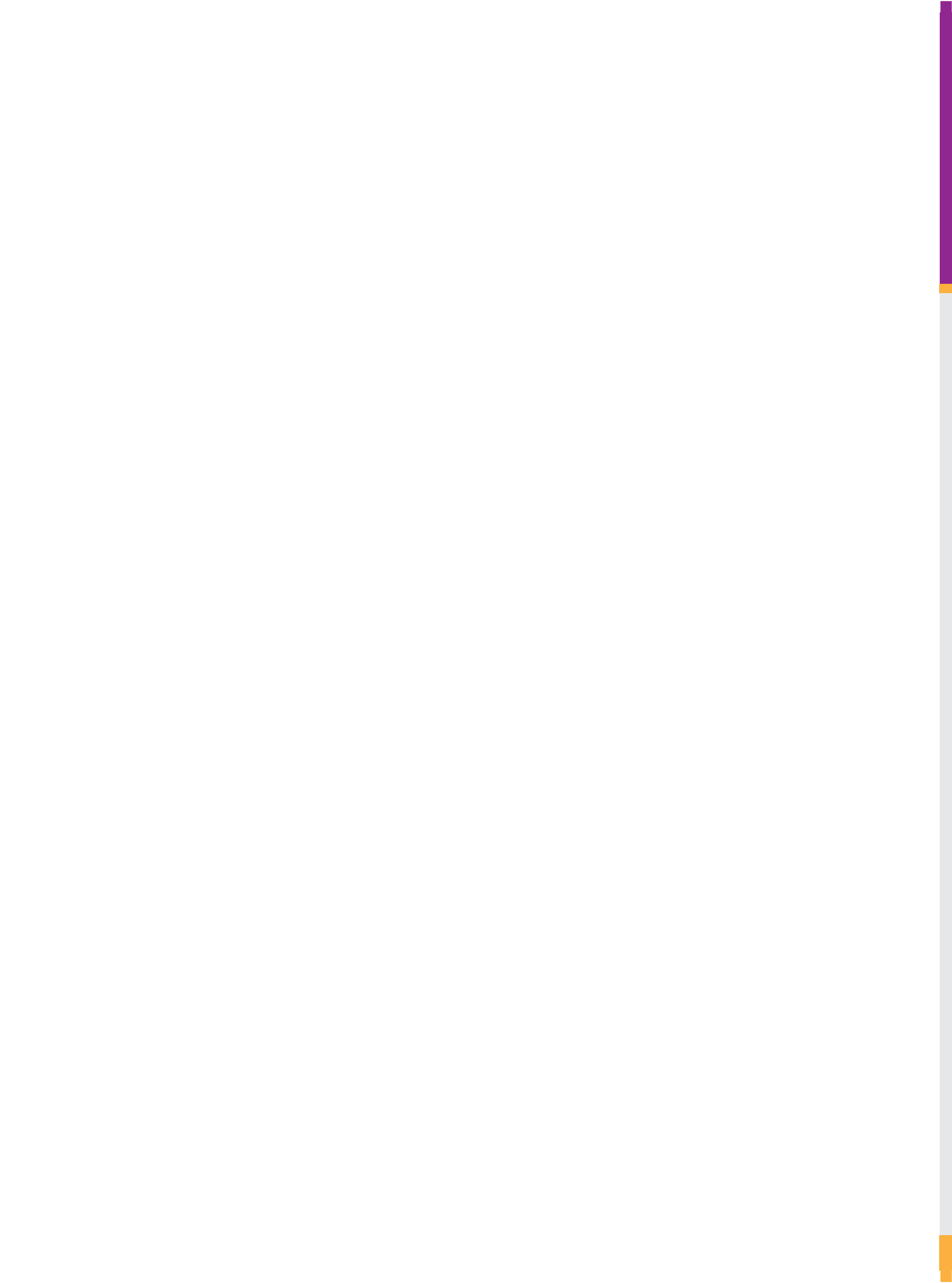
口语输出活动引导学生探讨和视频主题相关的话题，鼓励学生深入思考、分享观点，提升学生表达能力和思维能力。

### 听力策略：

每个单元针对 iExplore 1 或 iExplore 2 中的视听素材和练习活动，讲解听力策略，包括推测、记笔记、捕捉关键信息、辨别说话人态度和观点等，有效提升学生的英语听力技能。









# 新一代大学英语 English

基础篇

1

总 主 编：王守仁

分系列主编：何莲珍

主 编：白晓煌

视听说教程

VIEWING, LISTENING AND SPEAKING

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

北京 BEIJING

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Unit	iPrepare	iExplore 1: Listening and speaking
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<b>2</b> The magic of words	Learning objectives Warming up	Conversation: The changing English Passage: How do movie stars learn English? News report 1 News report 2
<b>3</b> Culture links	Learning objectives Warming up	Conversation: My culture shock in China Passage: What is cultural awareness? News report 1 News report 2 Listening skills: Listening for signposts of definitions
<b>4</b> Life at fingertips	Learning objectives Warming up	Conversation: Do you like eBook reader? Passage: My “perfect” life on social media News report 1 News report 2 Listening skills: Taking notes by using drawings and diagrams
<b>5</b> The art of light and shadow	Learning objectives Warming up	Conversation: My favorite movie types Passage: The beginning of motion pictures News report 1 News report 2 Listening skills: Listening for the main idea of a news report
<b>6</b> Pursue your dream	Learning objectives Warming up	Conversation: What is your dream? Passage: A life changing lesson from a fish News report 1 News report 2 Listening skills: Paying attention to five <i>wh</i> -questions of a news report
<b>7</b> Tech, bless or curse?	Learning objectives Warming up	Passage: Technologies turning science fiction into reality Conversation: Is AI a threat to us? News report 1 News report 2 Listening skills: Listening for pros and cons
<b>8</b> For a better planet	Learning objectives Warming up	Conversation: The fight for clean air Passage: The disappearing bees News report 1 News report 2 Listening skills: Listening for specific information

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	Video clip: Are Americans trashing the English language? Listening skills: Recognizing attitudes	Consonants: /s/, /z/	Task: Giving a presentation Topic: Tips on learning a foreign language	News report Conversation Passage
	Video clip: Funny, but true: Cultural differences	Consonants: /th/, /θ/	Task: Conducting a survey Topic: My culture shock experience	News report Conversation Passage
	Video clip: Generation Z: The digital natives	Consonants: /v/, /w/	Task: Having a debate Topic: The pros and cons of living in the digital age	News report Conversation Passage
	Video clip: 3D character in animated films	Syllable stress	Task: Having a panel discussion Topic: A movie review	News report Conversation Passage
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	Video clip: Meet Sophia – the first robot declared a citizen by Saudi Arabia	Incomplete plosion	Task: Making a speech Topic: My imagination of the future world	News report Conversation Passage
	Video clip: The story of a recycled bottle	Weak and strong forms: <i>can</i> and <i>can't</i>	Task: Designing and presenting a poster Topic: Promoting an environmental protection activity	News report Conversation Passage

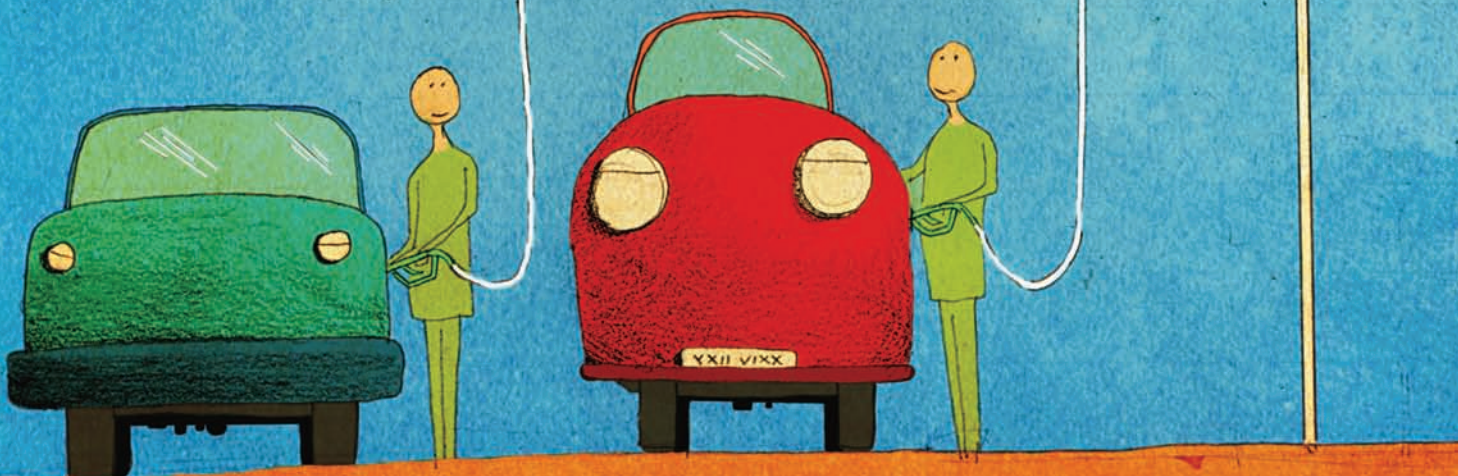




8

Unit

# For a better planet





Because of overconsumption, overpopulation, technological development, etc., our planet is facing a serious challenge. The worsening environment has become the top concern of all the people living on Earth. It is everyone's duty to protect our Mother Earth, for the benefit of both the environment and humans. Governments and some environmental organizations have been doing a lot on environmental protection. What have they done to save our planet? What can we individuals do to make a difference? After learning this unit, you may find the answers.

## Learning objectives

Upon completion of this unit, you will be able to:

- understand causes of some major environmental problems and their solutions
- listen for specific information
- know how to pronounce the weak and strong forms: *can* and *can't*
- design and present a poster to promote an environmental protection activity

## Warming up

**1** Match the following pictures with the environmental problems.

- 1 water pollution
- 2 littering
- 3 deforestation
- 4 air pollution



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

- 1 What other environmental problems can you think of?
- 2 What are the environmental problems that have influenced your life the most? How do they affect your life?

# iExplore 1: Listening and speaking

## Conversation

### Listening and understanding

**1** In recent years, air pollution is seriously affecting our life, especially in big cities like Beijing. Now listen to a conversation and check (✓) the things the Chinese government has been doing to reduce air pollution in Beijing.

- 1 stopping coal burning
- 2 reducing the sale and use of private cars
- 3 limiting road traffic
- 4 encouraging the use of green energy in heavy industry
- 5 encouraging the use of public transport and bicycles
- 6 shutting down many polluting factories

#### CULTURE NOTES

PM 2.5 (可入肺颗粒物):

PM is short for particulate matter (颗粒物). PM 2.5 refers to tiny particles in the air that are 2.5 microns (微米) or less in diameter (直径). It can reduce visibility and cause many health problems.

**2** Listen to the conversation again and fill in the blanks with what you hear.

- 1 The air quality in Beijing this year is \_\_\_\_\_ than previous years.
- 2 The air pollution has been \_\_\_\_\_ a lot recently. How does the government \_\_\_\_\_ it?
- 3 There is evidence that these measures are \_\_\_\_\_.
- 4 China is taking \_\_\_\_\_ on air pollution. Let's hope these measures make the air in Beijing \_\_\_\_\_.





## Passage

### Listening and understanding

**1** Bees are in danger of dying out. What happened to them and what should we do? Now listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. Humans have done a lot to save the bees from dying.  
B. Scientists have discovered why the bees are dying.  
C. The disappearance of bees can cause a serious problem so we should protect them.  
D. Over the past few decades, bees have been dying in large numbers in many parts of the world.
- 2 A. The food supply.  
B. The safety of our environment.  
C. The existence of some plants.  
D. The existence of some flowers.
- 3 A. Loss of living space and food.  
B. Climate change and loss of food.  
C. Harmful pesticides and loss of living space.  
D. Poor awareness of CCD and climate change.

**2** Listen to the passage again and fill in the blanks with what you hear.

What can humans do to save the bees?

- Find ways to protect their 1) \_\_\_\_\_.
- Reduce the use of 2) \_\_\_\_\_ pesticides.
- Help to increase 3) \_\_\_\_\_ the problem of CCD.

All these may 4) \_\_\_\_\_ to stop the dying of bees.

#### WORDS AND EXPRESSIONS

pesticide /'pestɪ,sɑɪd/ *n.* 杀虫剂; 农药

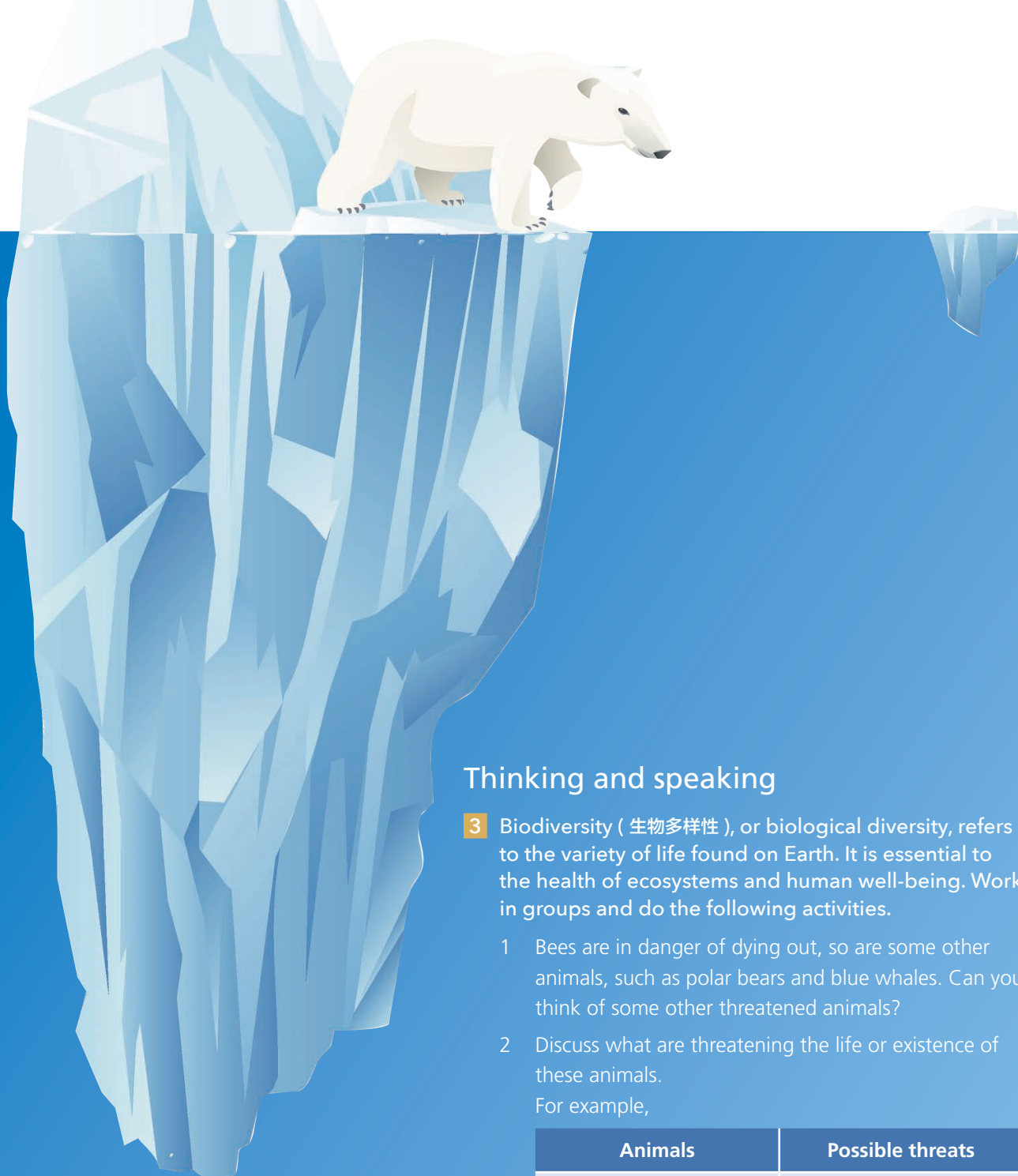
#### CULTURE NOTES

Colony Collapse Disorder (CCD)  
(蜂群崩溃失调症):

It is a disorder affecting bee colonies (蜂群), characterized by the sudden death of healthy adult bees inside the hive (蜂巢).







## Thinking and speaking

**3** Biodiversity (生物多样性), or biological diversity, refers to the variety of life found on Earth. It is essential to the health of ecosystems and human well-being. Work in groups and do the following activities.

- 1 Bees are in danger of dying out, so are some other animals, such as polar bears and blue whales. Can you think of some other threatened animals?
- 2 Discuss what are threatening the life or existence of these animals.

For example,

Animals	Possible threats
polar bear	global warming
blue whale	illegal hunting

- 3 Think about what we can do to protect biodiversity. For example,
  - have education programs to promote the awareness of biodiversity protection
  - control invasive species (入侵物种)
  - ...

## News report 1

Paper coffee cups are a threat to the environment. What have some famous coffee chains done to solve this problem? Now listen to a news report and choose the best answer to each of the questions you hear.

- A. For half a year.  
B. For three months.  
C. For two months.  
D. For one month.
- A. To gain public support.  
B. To attract more customers.  
C. To reduce the use of paper cups.  
D. To cut the cost of using paper cups.
- A. They have done nothing.  
B. They did the same as Starbucks and Costa.  
C. They did a lot more than Starbucks and Costa.  
D. They did even less than Starbucks and Costa.
- A. Coffee chains should solve the problem on their own.  
B. Coffee chains should encourage customers to bring their own cup.  
C. The government needs to support the efforts of the coffee chains.  
D. The government should punish the coffee chains for using paper coffee cups.

### WORDS AND EXPRESSIONS

pence /pens/ *n.* ( penny 的复数形式) 便士  
recycle /ri:'saɪkl/ *v.* 回收

### PROPER NAMES

Starbucks /'stɑ:bʌks/ 星巴克咖啡店 ( 美国 )  
Costa /'kɒstɑ:/ 咖世家咖啡店 ( 英国 )  
Thérèse Coffey /tə:ri:s 'kɒfi/ 特瑞斯·考菲  
( 英国环境、食品和农村事务部政务次官 )

### LISTENING SKILLS

#### Listening for specific information

As an effective listener, you need to listen for specific information instead of trying to understand everything.

When you listen to a news report, a passage, etc., which is followed by some choices, you should read the choices carefully. They will give you a clue about the specific information you need to pay attention to while listening.

The following table gives you some examples of what you should focus on while listening based on the choices given.

Choices	Focus
A. Several. B. 80. C. More than 80. D. Less than 80.	number
A. A teacher. B. A professor. C. A writer. D. A manager.	job / occupation / career
A. Surprised. B. Supportive. C. Critical. D. Neutral.	opinion / attitude



## News report 2

### WORDS AND EXPRESSIONS

trillion /'trɪljən/ *n.* 万亿

liter /'lɪ:tə/ *n.* 升

### PROPER NAMES

Anirudh Sharma /,ʌnɪrʊ:z:ɪn

'ʃɑ:mə/ 阿尼鲁德·夏尔马(人名)

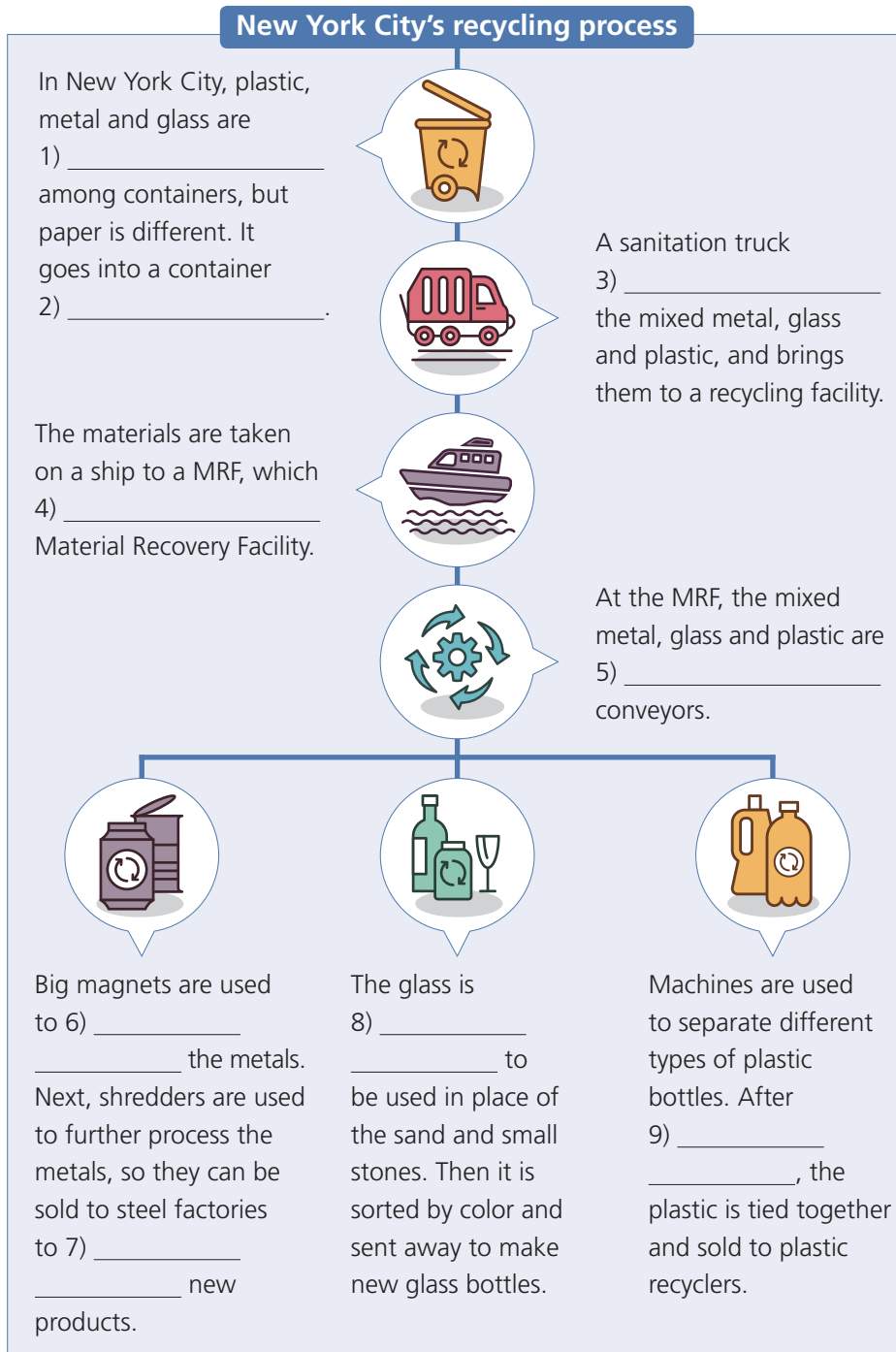
Waste gas from cars is one of the major causes of air pollution. Instead of trying to reduce it, can we make good use of it? Now listen to a news report and choose the best answer to each of the questions you hear.

- Turning the waste gas from cars into oil.
  - Turning the waste gas from cars into ink.
  - Turning the waste gas from cars into fuel.
  - Turning the waste gas from cars into water.
- Up to 20 percent.
  - Up to 30 percent.
  - Up to 45 percent.
  - Up to 93 percent.
- Cleaning 30 trillion liters of air in London.
  - Using the device on London's 20,000 cabs.
  - Deciding on the price of this new invention.
  - Getting more people to try out this new solution.

# iExplore 2: Viewing and speaking

## Viewing and understanding

- 1 When you put garbage into a recycling bin, do you know where it goes and what would happen to it? Now watch a video clip about New York City's recycling process and complete the following flow chart with what you hear.



### WORDS AND EXPRESSIONS

sanitation /,sæni'teɪʃn/ *n.*

环境卫生

conveyor /kən'veɪə/ *n.* 传送带

magnet /'mæɡnɪt/ *n.* 磁铁

shredder /'ʃredə/ *n.* 破碎机

steel /sti:l/ *n.* 钢铁

### CULTURE NOTES

**MRF (材料回收厂):**

It is short for Material Recovery Facility, a specialized plant that receives, separates and prepares recyclable materials to sell to manufacturers as raw materials for new products.





**2** Watch the video clip again and put the following steps in the order of how a plastic bottle gets recycled. The first and last steps have been given.

- 1 Plastic bottles are put into recycling containers.
- Plastic bottles are sorted and sold to plastic recyclers.
- Plastic pieces are melted and made into new plastic bottles.
- Plastic bottles are separated from metal and glass.
- The labels of plastic bottles are removed and bottles get washed and cut into small pieces.
- 6 Plastic bottles get back to the store.

### Thinking and speaking

**3** Garbage is recycled and reused in different ways across the globe. In New York City, garbage is mixed together among containers, and then sorted into different types and reused after they are transported to a MRF. Japan is one of the world's most efficient recycling nations. Garbage goes to different types of garbage cans so as to be recycled easily. Work in groups and discuss the following questions.

- 1 How is garbage managed and recycled in the place where you study or live? Is it effective?
- 2 What can we do to help with garbage management and recycling?





# iPractice: Pronunciation



## Weak and strong forms: *can* and *can't*

In a sentence, the word *can* is usually unstressed and the vowel sounds very weak, while the word *can't* is usually stressed and has a full vowel sound.

<b>can</b>	weak form (reduced vowel)	/kən/	The device <b>can</b> turn the waste gas from cars into ink.
<b>can't</b>	strong form (full vowel)	/kænt/ (AmE), /kɑ:nt/ (BrE)	I <b>can't</b> think of how much money I have spent on buying bottled water.

### 1 Listen to the following sentences and complete them with *can* or *can't*.

- 1 You \_\_\_\_\_ turn off the light whenever you leave a room.
- 2 The paper cups used by the coffee chains are covered with a thin piece of plastic so they \_\_\_\_\_ be recycled.
- 3 Do you have other suggestions for what students \_\_\_\_\_ do?
- 4 A tiny waxworm \_\_\_\_\_ eat through the plastic at very high speeds.

### 2 Listen to the sentences again and take turns reading them to a partner.

## **GREEN ENERGY OUR FUTURE**



## **DRIVE LESS MAKE LIFE BETTER**

### **Unit project**

#### **Designing and presenting a poster**

##### **Promoting an environmental protection activity**

Your university has decided to hold a poster contest to get more and more people involved in environmental protection. The participants are asked to create posters to promote a specific environmental protection activity. Your group is going to take part in this contest. Think of an activity, design a poster to promote it, and make a presentation to the class. The following steps may help you with the project.



# EARTH HOUR

SAVE OUR ELECTRICITY



## Step 1 Decide on the topic

Discuss with your group members and decide on an activity that is highly relevant to people's everyday lives and important to environmental protection. You may find the following list helpful.

- Buy Nothing Day
- Earth Hour (地球关灯一小时)
- Less bottled water, less waste
- Plant for the planet
- ...

Your topic: \_\_\_\_\_

## Step 2 Collect information

Collect information needed for your poster and organize it in a logical order. You may gather information and develop your ideas from the following aspects.

- Why is the activity important?
- How to make people realize the importance of the activity?
- What can we do to help with the activity?
- ...

## Step 3 Design a poster

Design a poster based on the information you've collected. Draw people's attention to the significance of the activity, and more importantly, urge them to take part in the activity.

### TIPS

#### Making a poster

- Connect to the intended audience.
- Make the information brief, organized and easy to read.
- Contain a strong call to action.
- Choose relevant and impressive illustrations or pictures.
- Make sure the choice of colors is sensible.
- Check your spelling.

## Step 4 Present your poster

Present your poster to the class. Improve it according to the feedback of your classmates. Then the class chooses the top three posters for the contest.

# Further listening

## News report

### WORDS AND EXPRESSIONS

waxworm /'wæks,wɜ:m/ *n.*  
蜡虫

Listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. Breaking down plastic has proved so difficult.  
B. The plastic waste problem is getting worse each year.  
C. A waxworm can eat through the plastic at very high speeds.  
D. Getting rid of plastic waste can save the entire environment.
- 2 A. A quick solution.  
B. An easy solution.  
C. An expensive solution.  
D. An environment-friendly solution.
- 3 A. The waxworm is much bigger than other organisms.  
B. The waxworm cannot be put in use in the near future.  
C. The waxworm has been proved to be a solution to the plastic waste problem.  
D. The waxworm breaks down tough plastics much faster than other organisms.

## Conversation

### WORDS AND EXPRESSIONS

trayless /'treɪləs/ *a.* 无托盘的

Listen to a conversation and choose the best answer to each of the questions you hear.

- 1 A. In a studio.  
B. At a café.  
C. At a meeting.  
D. In a classroom.
- 2 A. To encourage people to save water.  
B. To encourage people to save food.  
C. To encourage people to protect the environment.  
D. To encourage people to make the campus a better place.
- 3 A. Saving soap.  
B. Saving water.  
C. Saving money.  
D. Losing weight.

## Passage

Listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. It makes people only buy brands.  
B. It inspires a throwaway clothing culture.  
C. It is the most polluting industry on Earth.  
D. It costs people too much money to buy clothes.
- 2 A. To feel better.  
B. To show off.  
C. To keep up with fashion trends.  
D. To have more clothes to choose from.
- 3 A. They can help people save money.  
B. They can help collect clothes for the poor.  
C. They will do little to help clean up the planet.  
D. They will help clean up the planet in the long run.

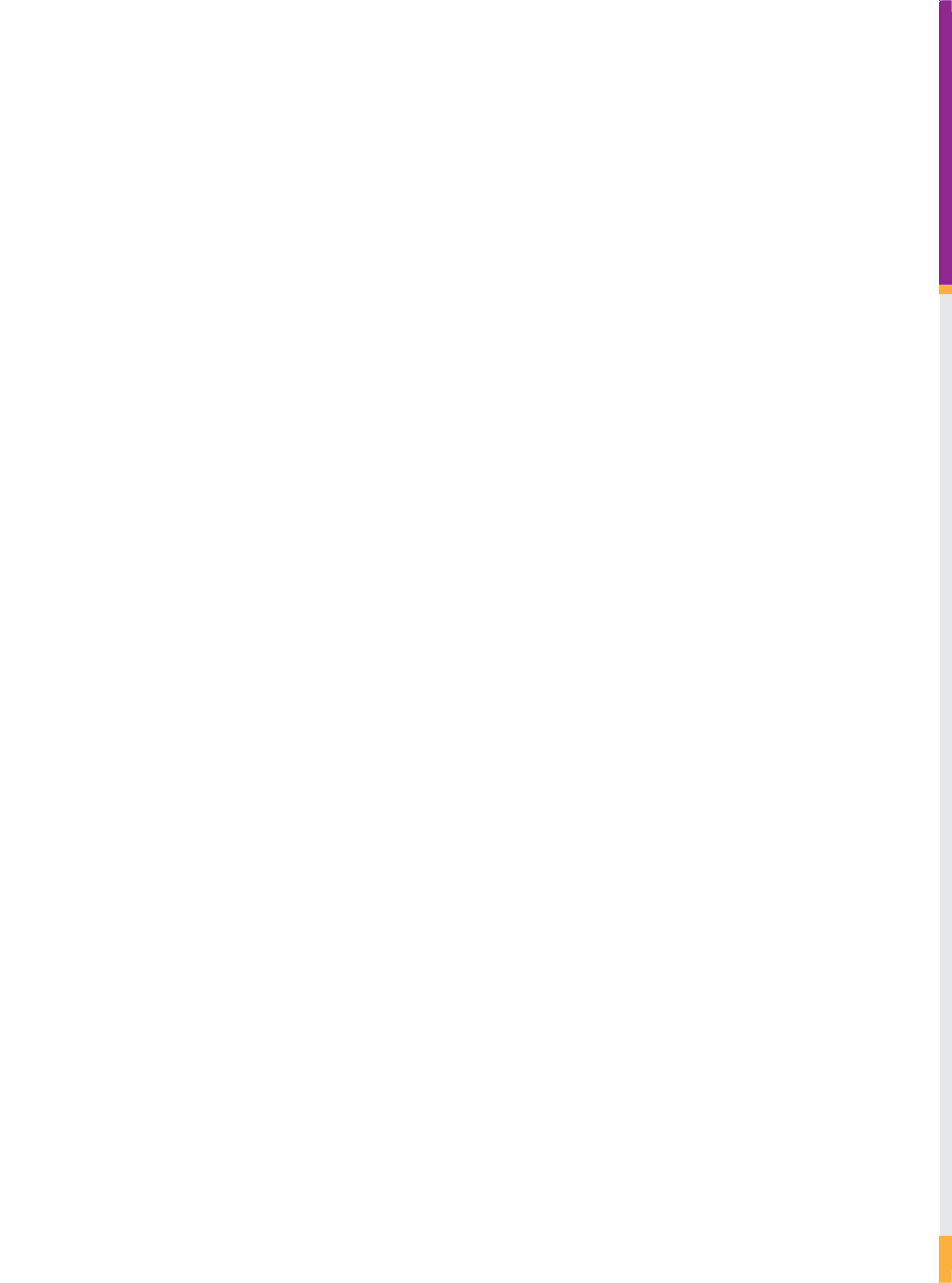
### WORDS AND EXPRESSIONS

organic /ɔ:'gænik/ a. 有机的  
throwaway /'θrəʊə,weɪ/ a.  
一次性使用的

### PROPER NAMES

H&M 瑞典连锁服饰店









# 新一代大学英语 English

基础篇

# 2

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## 视听说教程

VIEWING, LISTENING AND SPEAKING

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS

北京 BEIJING

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8

Unit

# Culture and tradition





Chinese culture is one of the world's oldest cultures. It is diverse and unique, yet harmoniously blended – an invaluable asset to the world. This unit covers the most glorious aspects of Chinese culture, such as architecture, ink and wash paintings, martial arts, opera, and traditional medicine.

But which aspect of Chinese culture fascinates foreign visitors most? What intrigues foreign scholars' interest in Chinese culture? Has Chinese kung fu been well accepted by foreigners? In this unit, you will taste the essence of Chinese culture and find inspirations for these questions.

## Learning objectives

Upon completion of this unit, you will be able to:

- know more about Chinese culture
- predict the content of a text
- pause properly after each sense group to make your English more natural
- tell stories of Chinese artists to international students

## Warming up

Work in pairs. Look at the pictures and discuss the following questions.

- 1 Have you done any of these activities in the past three months? If yes, what are they?
- 2 Which activity would you like to try most in the next few months? Why?



Going to a Chinese painting exhibition



Performing tai chi



Watching a Chinese opera



# iExplore 1: Listening and speaking

## Conversation

### WORDS AND EXPRESSIONS

jade /dʒeɪd/ *n.* 碧玉; 翡翠

crane /kreɪn/ *n.* 鹤

### PROPER NAMES

the Palace /'pæləs/ Museum

故宫博物院 (北京)

the Hall of Supreme /sʊ'pri:m/

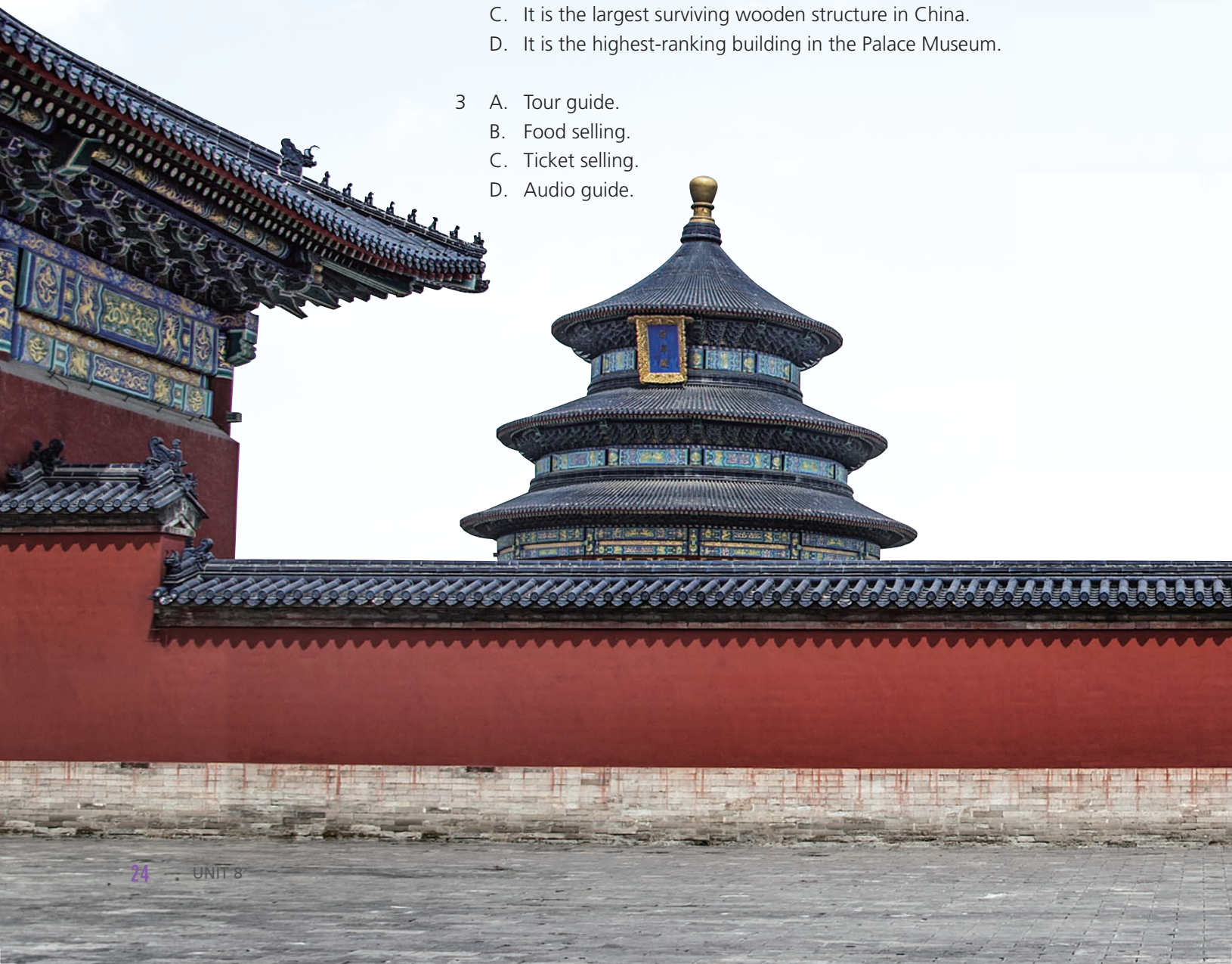
Harmony /'hɑ:məni/ 太和殿

(故宫三大殿之一)

## Listening and understanding

**1** The Palace Museum is famous for its architecture and imperial collections. Visiting the Palace Museum, you can experience Chinese culture along with its history. Now listen to a conversation and choose the best answer to each of the questions you hear.

- A. Jade Ruyi.
  - B. Paintings of pines.
  - C. Paintings of cranes.
  - D. Architecture models.
- A. It sits in the center of the Palace Museum.
  - B. It is the oldest building in the Palace Museum.
  - C. It is the largest surviving wooden structure in China.
  - D. It is the highest-ranking building in the Palace Museum.
- A. Tour guide.
  - B. Food selling.
  - C. Ticket selling.
  - D. Audio guide.





- 2 Listen to the conversation again and write down the expressions used by the woman to respond to what the man had just said. The first one has been done for you.

Statements	Responses
But I don't quite understand the meaning of the designs on the Jade Ruyi.	1) <u>I think I can explain</u> .
That's really interesting.	2) _____.
That's awesome.	3) _____.
That really fascinates me.	4) _____, that really makes things a lot easier.



### WORDS AND EXPRESSIONS

ink and wash painting *n.* 水墨画  
shrimp /ʃrɪmp/ *n.* 虾

### PROPER NAMES

Pablo Picasso /pæbləʊ  
pɪ'kɑːsəʊ/ 巴勃罗·毕加索 (西  
班牙画家、雕刻家)

### LISTENING SKILLS

#### Predicting the content of a text

Predicting the content of a text is an activity we usually carry out before doing listening exercises. Our knowledge of the world helps us anticipate the information we are likely to hear. When we predict the topic of the text, all the related knowledge stored in our brains is “activated” to help us better understand what we’re listening to.

To better predict, we could quickly

- look at the pictures or headings. (What information do they give us about the topic?)
- look at the questions and choices. (What clues can these questions and choices give about the topic? Which aspects of the topic will be discussed?)
- think about the vocabulary we know about the topic. Predict which words might appear in the listening.

## Passage

### Listening and understanding

**1** Predicting will be helpful to the understanding of the passage. Look at the picture and answer the following questions.

- 1 What topic do you think the passage is about?
- 2 Who will probably appear in your mind when you first come across the painting?
- 3 What words do you expect to hear in this passage?







**2** Listen to the passage and check (✓) the items that are mentioned in the passage.

- 1 The subject of ink and wash paintings may become part of the identity of the painter.
- 2 Zhang Daqian is one of China's most celebrated modern master artists.
- 3 Horses are part of the identity of Xu Beihong.
- 4 In his 50s, Qi Baishi created his own style of painting ink and wash shrimps.
- 5 The influence of Qi Baishi's paintings goes beyond the nation.

**3** Listen to the passage again and fill in the blanks with what you hear.

- 1 Whenever people see an ink and wash painting of \_\_\_\_\_, they are most likely to think of the name Qi Baishi.
- 2 For years, Qi repeatedly copied the shrimp paintings of earlier masters and later he began to develop his own \_\_\_\_\_ and styles.
- 3 Qi believed in the theory that paintings must be something between \_\_\_\_\_ and unlikeness.

## Thinking and speaking

**4** Work in groups and discuss the following questions.

- 1 It is mentioned in the passage that the subject of the paintings may become part of the identity of the painter. Do you know any other painter who can also be identified with his or her painting subject?
- 2 Can you use examples to illustrate the theory that paintings must be something between likeness and unlikeness?
- 3 Which style of painting do you like better, painting something between likeness and unlikeness or painting something as it is?





# iExplore 2: Viewing and speaking



## Viewing and understanding

- 1 The Twenty-four Solar Terms (*Jie Qi*) is the wisdom of our ancestors and carries our cultural identity. Now watch a video clip and match each *Jie Qi* in Column A with people's activities in Column B.

### Column A

Beginning of Summer  
Fresh Green  
Winter Solstice

### Column B

- People go hiking and have outings, and remember their ancestors.
- Southerners eat glue puddings, while northerners eat dumplings.
- Banshan people hold traditional activities to keep fit such as eating black sticky rice and climbing mountains.

### WORDS AND EXPRESSIONS

ethnic /'eθnik/ group *n.* 族群  
ritual /'ritʃuəl/ *a.* 作为仪式一部分的  
rhythm /'rɪðəm/ *n.* 有规律的模式  
deed /di:d/ *n.* 行为



**2** Watch the video clip again and fill in the blanks with what you hear.

- 1 The Twenty-four Solar Terms is a \_\_\_\_\_ system and \_\_\_\_\_ through which the Chinese people attempt to understand the \_\_\_\_\_ and how they relate to the natural world.
- 2 This tradition has touched almost every \_\_\_\_\_ of Chinese people's lives. When a specific \_\_\_\_\_ begins, people arrange farming and daily life according to that solar term's \_\_\_\_\_.
- 3 This thinking encourages Chinese \_\_\_\_\_ for the laws of nature and the rhythm of life. It also creates the ideal of social life featuring \_\_\_\_\_ with an emphasis on harmony.

## Thinking and speaking

**3** Work in groups and discuss the following questions.

- 1 The speaker introduces several specific solar terms and people's respective ritual practices and folk activities. To what extent have you followed such practices and activities?
- 2 The Twenty-four Solar Terms has been given the title of the Fifth Great Invention of China. As far as you are concerned, what are the most meaningful solar terms?

# Practice: Pronunciation

## Sense groups

When we speak in English, we usually use sense groups. Sense groups are groups of words that form an idea or a thought. They are marked by very small pauses. A sense group can be a word, an expression, a phrase, or a clause. Using sense groups, you may make your pronunciation smoother and improve your listening comprehension.

### Examples

- 1 Shrimps / have been the favorite subject / of Qi's paintings / for decades.
- 2 In recent years, / the art / has become popular / internationally.

### 1 Listen to a recording and notice the sense groups. Then read the sentences.

- 1 I enjoyed the collections / and architecture there / very much.
- 2 It is also the largest / surviving wooden structure / in China.
- 3 Qi's paintings / were popular / not only in China, / but also / in other parts of the world.
- 4 Cultural exchange / plays a significant role / in US-China relations.

### 2 Read the sentences and mark the sense groups with (/). Then listen to a recording and check your answers.

- 1 The designs on the Jade Ruyi usually include an old man, cranes, pines, and deer.
- 2 For years, Qi repeatedly copied the shrimp paintings of earlier masters.
- 3 We hope today's performance will let more people in the US know about Chinese kung fu and Chinese culture.
- 4 One of the features of the opera is "face-changing."



## Unit project

### Presenting an artist

#### Introducing a Chinese artist's story at a cultural festival

Your university planned to hold a cultural festival to introduce Chinese culture to international students. Your class is responsible for the art section and needs to introduce three Chinese artists. Your group needs to choose one Chinese artist and present his or her story to the class. Finally the whole class will decide which three artists are to be presented at the festival. The following steps may help you with the project.







### Step 1 Choose one Chinese artist

Think of a Chinese artist your group members are interested in and your audience wants to know. The following list may give you some ideas.

- Qi Baishi
- Huang Yongyu
- Wang Xianzhi
- Xu Wei
- Guan Daosheng
- Li Yin
- ...

### Step 2 Collect information

Search on the Internet and collect information. Consider the following questions in your searching.

- When and where did the artist live?
- How did the artist choose his or her art form?
- What are the masterpieces of the artist?
- What is the unique style of the artist? And how does the style come into being?
- Are there any interesting stories about the artist, the masterpieces, or the style?
- Does the artist's influence go beyond the nation?
- ...

### Step 3 Plan your presentation

Organize your presentation in a logical order and make your story as interesting as possible. Your presentation may include:

- the background of the artist, e.g. what time he or she lived in, what kind of family he or she came from, etc.;
- the story about why the artist chose the art form, by accident or following a family member;
- the masterpieces of the artist;
- the special features about the artist's style;
- the interesting stories about the artist, the masterpieces, or the style;
- the artist's influence on Chinese culture;
- ...

### Step 4 Present your artist's story

Present your artist's story to the whole class. Have a class vote on the three most attractive stories. And present them at the festival.

# Further listening



## News report

### WORDS AND EXPRESSIONS

herbal /'hɜːbəl/ a. 药草(制)的  
clinic /'klɪnɪk/ n. 诊所

Listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. The Chinese population in Africa has been increasing.  
B. The global herbal medicine market has grown rapidly.  
C. Africa is becoming TCM's largest market.  
D. TCM is welcomed by African countries.
- 2 A. TCM is more expensive than local medicine in Africa.  
B. The number of people practicing TCM in Africa is decreasing.  
C. Clinics using TCM often fill holes in African health care systems.  
D. Africans regard TCM as the best alternative to Western medicine.
- 3 A. About 20% of Africans.  
B. Nearly 30% of Africans.  
C. Around 60% of Africans.  
D. More than 80% of Africans.

## Conversation

Listen to a conversation and choose the best answer to each of the questions you hear.

- 1 A. The cultural mixing on the Silk Road.  
B. The interesting discoveries at Turfan.  
C. The reasons why people traveling on the Silk Road.  
D. The greatest misunderstanding about the Silk Road.
- 2 A. Tang Barbie.  
B. Buddhist monks.  
C. Persian style clothes.  
D. Trade on the Silk Road.
- 3 A. Buddhist monks teaching students.  
B. Artists bringing their skills to new places.  
C. Skilled workers studying with learned teachers.  
D. People leaving their war-torn lands for safer places.

## Passage

Listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. Three oldest art forms in the world.  
B. Chinese folk songs, dances, and local music.  
C. The training of Peking Opera actors.  
D. Brief introduction to Chinese opera.
- 2 A. Chinese opera has a very long history of about 1840 years.  
B. Peking Opera and Kunqu Opera are the most famous ones of Chinese operas.  
C. Peking Opera took shape in Beijing in the early Qing Dynasty.  
D. Peking Opera took on the musical and performance styles of other operas.
- 3 A. He needs to learn some martial arts and Chinese literature.  
B. He needs to become a singer and dancer, and learn Chinese literature.  
C. He needs to be trained from an early age, and spend years on practice.  
D. He needs to be an expert in sports, and be trained from an early age.

### WORDS AND EXPRESSIONS

Persian /'pɜːʃn/ a. 波斯的  
Buddhist /'bʊdɪst/ a. 佛教的  
monk /mʌŋk/ n. 僧侣

### PROPER NAMES

Silk Road 丝绸之路  
Turfan /'tuəfæn/ 吐鲁番 (中国城市)  
Barbie /'bɑːbi/ 芭比娃娃

### WORDS AND EXPRESSIONS

dynasty /'daɪnəsti/ n. 朝; 代







# 新一代大学英语 English

提高篇

# 1

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Video clip: <i>What is the point of college?</i> Listening skills: Recognizing digressions	Stressing two-word compounds	Task: Making a speech Topic: Things other than GPA!	News report 1 News report 2 Conversation Passage
Video clip: <i>The Myers-Briggs Type Indicator</i>	The r-linking	Task: Conducting a survey Topic: Finding the HAPPY GUY	News report 1 News report 2 Conversation Passage
Video clip: <i>Traveling: One of the greatest human freedoms ever</i>	Weak form: <i>but, and, that</i>	Task: Telling a story Topic: A journey of discovery	News report 1 News report 2 Conversation Passage
Video clip: <i>Maintaining a healthy balanced lifestyle</i> Listening skills: Understanding spoken times	Word endings -t	Task: Conducting an interview Topic: Deciding on the healthy lifestyle	News report 1 News report 2 Conversation Passage
Video clip: <i>Mapping our cultural heritage in 3D</i>	Using word stress to clarify information	Task: Making a video clip Topic: Nominating a UNESCO World Cultural Heritage Site	News report 1 News report 2 Conversation Passage
Video clip: <i>This technology could help cure malaria, cancer and HIV. But will we use it?</i> Listening skills: Understanding a speaker's argument	Reduced function words in a sentence	Task: Giving a presentation Topic: The future you see	News report 1 News report 2 Conversation Passage
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# 2

Unit

## Be yourself, be happy





*Happiness is the meaning and the purpose of life, the whole aim and end of human existence.*

— Aristotle

Happiness is a universal human pursuit. Everything we chase – be it social status, wealth, love, or friendship – is driven by our desire to be happy. But why are some people happier and more satisfied in their careers and social lives, while others often appear restless and worried? How can a constant state of happiness be achieved? You may find the answers in this unit.

## Learning objectives

Upon completion of this unit, you will be able to:

- discuss happiness from the perspectives of personality, culture, etc. and give your own definition of happiness
- take notes on passages of comparison or contrast
- identify the r-linking between words and pronounce it correctly
- conduct a well-structured survey to find the happiest guy around you

## Warming up

- 1** Look at the following pictures. What does each of them say about happiness? Do you agree with them?

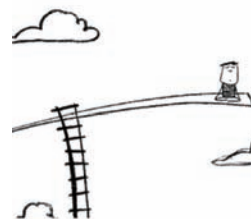
### HAPPINESS IS



1 ... taking an afternoon nap



2 ... cooking with friends and eating together



3 ... meditating alone

- 2** What does happiness mean to you? Draw a similar picture and share it with your classmates. Try to support your ideas with examples.

# iExplore 1: Listening and speaking

## Passage

### Listening and understanding

#### WORDS AND EXPRESSIONS

extrovert /'ekstrə,vɜ:t/ *n.*

性格外向的人

introvert /'ɪntrəv,ɜ:t/ *n.*

性格内向的人

#### LISTENING SKILLS

##### Taking notes on passages of comparison or contrast

When listening to passages of comparison or contrast, taking notes can greatly improve your comprehension of the material. In order to do it more effectively, you can:

- focus on the first sentence, which usually contains very important information on what the passage is comparing or contrasting;
- draw a table with columns for features of things being compared or contrasted. At the end of the listening, you will have made a clear list of the similarities and differences between them;
- listen for transitional words or phrases which link the points of comparison or contrast, e.g.:

*Despite these differences, there is a great deal in common in ...*

*Introverts, in contrast, like to ...*

- listen for examples which offer details to support the comparison or contrast made before, e.g.:

*For example, an introvert might go to a party to meet new people, or an extrovert might stay home and read a book.*



- 1 Do you consider yourself an extrovert, or an introvert? Do you think there is an essential difference between them, or do they have more in common? Now listen to a passage and complete the following table with what you hear.

Extroverts	Introverts
<ul style="list-style-type: none"> <li>wear more 1) _____ clothing</li> <li>more likely to prefer more energetic and 3) _____ music</li> <li>like to keep their doors 4) _____</li> <li>keep extra 5) _____ nearby</li> <li>more likely to put dishes of 6) _____ on their desks</li> </ul>	<ul style="list-style-type: none"> <li>prefer practical, 2) _____ clothes</li> <li>keep their offices 7) _____</li> <li>arrange their work areas in a way that 8) _____ interaction with other people</li> </ul>

- 2 Listen to the passage again and decide whether each of the following statements is true (T) or false (F).

- 1 There is no fundamental difference between extroverts and introverts.
- 2 Extroverts are about 50 percent more extroverted than introverts.
- 3 There is no such thing as “first nature.”
- 4 People may choose to act extroverted or introverted in a certain situation.
- 5 Going to a party to meet new people can help an introvert find happiness.

## Conversation

### Listening and understanding

- 1 How do we “get happy?” Is happiness just a state of mind, or is it related to our everyday choices? Now listen to a conversation and choose the best answer to each of the questions you hear.

- 1 A. Latest studies on happiness.  
 B. Universal principles of happiness.  
 C. The interviewees’ happiness mottos.  
 D. The interviewees’ personal experiences.
- 2 A. Caring more about oneself can make a person happier.  
 B. Caring for other people can help a person achieve happiness.  
 C. Caring too much about what others think may make one unhappy.  
 D. Caring about other people’s opinions can increase one’s happiness.

#### WORDS AND EXPRESSIONS

motto /'mɒtəʊ/ *n.* 座右铭  
 glad-hander /'glædhændə/ *n.*  
 热情洋溢的人

- 3 A. We should have persistence in face of difficulties.  
B. We should choose the right strategies in competitions.  
C. We should develop a positive attitude toward difficulties.  
D. We should go our own way regardless of what others say.
- 4 A. Socializing a lot.  
B. Caring about others.  
C. Finding the meaning of life.  
D. Having a positive attitude.

**2** Listen to the conversation again and check (✓) the things that Daniel does to make himself happier.

- 1 interviewing others
- 2 sharing experiences
- 3 running
- 4 reading
- 5 writing
- 6 caring for other people
- 7 socializing a lot
- 8 finding a happiness motto
- 9 ignoring others
- 10 caring less about what others say

## Thinking and speaking

**3** In the conversation above, Daniel shared some interesting opinions on happiness. Look at the quote below. Work in pairs and discuss the following questions.

*If you want to be happier, you should stop caring so much about what other people think.*

- 1 Do you agree with Daniel's idea? Why or why not?
- 2 What brings you happiness? Do you remember one specific thing that you did for / with other people that made you very happy?
- 3 What do you think people should do to make themselves happier?



## News report 1

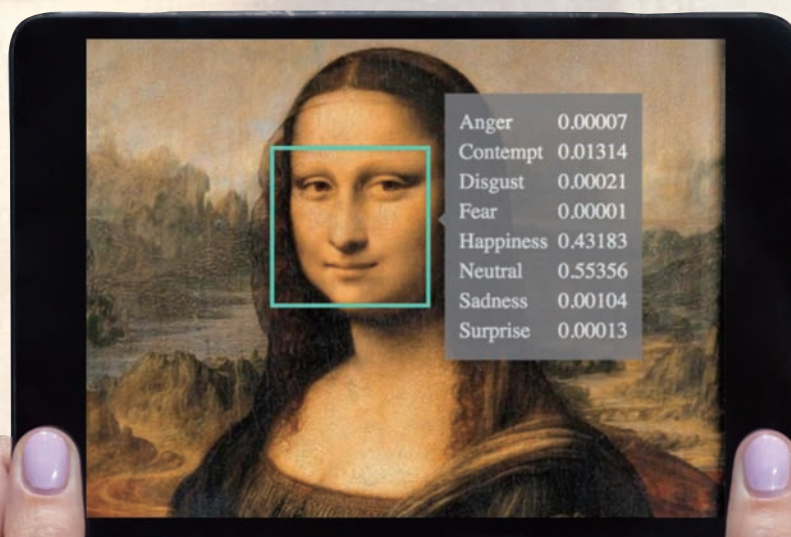
Possibly the most famous painting of all time, the mysterious *Mona Lisa* has puzzled people for centuries. Is it possible to better understand it with the help of modern technology? Now listen to a news report and choose the best answer to each of the questions you hear.

- A. An app which determines the age of paintings.  
B. An app which detects human emotions in paintings.  
C. An app which introduces famous paintings in the world.  
D. An app which helps draw paintings and take photographs.
- A. Fear.  
B. Anger.  
C. Anxiety.  
D. Surprise.
- A. Mona Lisa is more happy than neutral.  
B. Mona Lisa's emotions are unrecognizable.  
C. Mona Lisa in the painting is mostly unhappy.  
D. The most obvious emotions Mona Lisa shows are neutral and happy.

### PROPER NAMES

University of Amsterdam

*/ˈæmstə,dæm/* (荷兰) 阿姆斯特丹  
大学



## News report 2

### WORDS AND EXPRESSIONS

indicator /'ɪndɪˌkeɪtə/ *n.* 指标

### PROPER NAMES

the United Nations 联合国

Guatemala /ˌɡwɑːtə'mɑːlə/

危地马拉 (中美洲国家)

Latin /'lætɪn/ America 拉丁美洲

### CULTURE NOTES

**GNP (国民生产总值):**

It is short for Gross National Product. It refers to the market value of all the goods and services produced in one year by labor and property supplied by the citizens of a country.

**Gallup poll (盖洛普民意测验):**

It's an assessment of public opinion on political, social and economic issues by the questioning of a statistically representative sample (代表性样本).

How do we measure a country's happiness? The Gallup poll this year shows that there is much more to the well-being of a country than economic development. Now listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. Because happiness contributes to GNP.  
B. Because happiness counts in measuring global well-being.  
C. Because many people are not happy due to war and poverty.  
D. Because the UN wants to compare happiness levels across countries.
- 2 A. It has declined.  
B. It has been rising.  
C. It has hit the bottom.  
D. It has remained steady.
- 3 A. They are poor but happy.  
B. They are happier than before.  
C. Few of them have positive emotions.  
D. They rank the lowest in positive emotions.



# Explore 2: Viewing and speaking



## Viewing and understanding

- 1 Constructed by Katharine Cook Briggs and her daughter Isabel Myers in the mid-20th century, the Myers-Briggs Type Indicator (MBTI) is a test designed to make the personality type theory useful to individuals and groups. It continues to be popular and has been translated into over 20 languages. Now watch a video clip and complete a short summary of the history of the Myers-Briggs Type Indicator.

The Myers-Briggs Type Indicator is a(n) 1) \_\_\_\_\_ test which is now taken by 2) \_\_\_\_\_ American men, women and children each year. The test is supposed to make people become more 3) \_\_\_\_\_ of their personality traits, so that they may 4) \_\_\_\_\_ out of themselves at work and at school.

The Myers-Briggs test was first developed in the 5) \_\_\_\_\_ by Katharine Cook Briggs and her daughter Isabel Myers. After World War Two, many American women entered the 6) \_\_\_\_\_ for the first time. Myers thought that a personality test might help women to figure out the sort of 7) \_\_\_\_\_ they were suitable for. Thus, the Myers-Briggs Personality Test was born.

## WORDS AND EXPRESSIONS

personality /ˌpɜːsə'næləti/ *n.* 个性; 性格  
labor /'leɪbə/ *n.* 劳动; 劳工  
stimulate /'stɪmjʊ,leɪt/ *v.* 刺激  
reflection /rɪ'flekʃn/ *n.* 深思  
intuit /ɪn'tjuːɪt/ *v.* 凭直觉知道  
perceive /pə'siːv/ *v.* 感觉; 感知

## PROPER NAMES

Katharine /'kæθrɪn/ Cook Briggs 凯瑟琳·库克·布里格斯 (迈尔斯-布里格斯类型指标创始人之一)  
Isabel Myers /,ɪzəbel 'maɪəz/ 伊莎贝尔·迈尔斯 (迈尔斯-布里格斯类型指标创始人之一)

## CULTURE NOTES

### the Ivy League (常春藤联盟):

It refers to a group of eight private universities in the United States, namely Brown University, Columbia University, Cornell University, Dartmouth College, Harvard University, the University of Pennsylvania, Princeton University and Yale University. These schools are widely recognized as examples of academic excellence, selectivity in admissions, and social elitism (精英主义).



- 2 The Myers-Briggs Type Indicator helps people categorize different personalities step by step. Watch the video clip again and complete the diagram below.

Are you an extrovert or an introvert?

**Extroverts**

- love to be in 1) \_\_\_\_\_ social situations
- respond to 2) \_\_\_\_\_ environment

**Introverts**

- get more satisfaction from 3) \_\_\_\_\_
- are stimulated internally – by reflection, thinking about 4) \_\_\_\_\_ and analyzing an interesting train of 5) \_\_\_\_\_

Would you consider yourself more of a thinker or a feeler?

**Thinkers**

- analyze all the 10) \_\_\_\_\_ at hand
- think 11) \_\_\_\_\_ through a problem

**Feelers**

- go with 12) \_\_\_\_\_

STEP 1

STEP 2

STEP 3

STEP 4

Do you sense or intuit?

**Sense**

- rely mainly on the information 6) \_\_\_\_\_
- look for facts, 7) \_\_\_\_\_ and data

**Intuit**

- look for 8) \_\_\_\_\_ between ideas
- are interested in the 9) \_\_\_\_\_ picture

Are you perceiving or judging?

**Judging**

- plan your work far 13) \_\_\_\_\_
- manage to get everything done 14) \_\_\_\_\_

**Perceiving**

- see deadline as a(n) 15) \_\_\_\_\_
- change your work until the last 16) \_\_\_\_\_

## Thinking and speaking

Choose Your Type

ISTJ	ISFJ	INFJ	INTJ
ISTP	ISFP	INFP	INTP
ESTP	ESFP	ENFP	ENTP
ESTJ	ESFJ	ENFJ	ENTJ

Choose Your Type

- 3 The picture on the left is a table of the 16 personality types of the Myers-Briggs Type Indicator. Work in pairs and discuss the following questions.

- 1 What is your personality type? Is it ESFP? INTJ? Or other combinations?
- 2 Do you like it yourself? Is there anything about your personality that you would like to change?
- 3 Based on your personality type, what kind of jobs would be suitable for you? Why?



# iPractice: Pronunciation

## The r-linking

In oral English, some sounds change when they come together. One kind of such change is called “linking.” In this unit, we are going to introduce one form of consonant-vowel linking: the “r-linking.”

In standard British English, the letter “r” after a vowel sound at the end of a word is often not pronounced. However, in a sense group, if it is followed by a word which starts with a vowel sound, then the “r” at the end of the preceding word is usually pronounced to make a smooth link.

For example:

There is;    there are;    where are;    her eyes;    for example  
/ˈðeəriʒ/    /ˈðeərə:/    /ˈweərə:/    /həˈraɪz/    /ˌfɜːrɪɡˈzɑːmpl/

- 1** Listen to the recording and repeat the following phrases correctly. Pay attention to the r-linking between the words.

morere often than    overr and overr again    forr a long time    morere of

- 2** Read the following sentences after the recording.

- 1 Despite these differences, thereis a great deal in common in the way that extroverts and introverts behave.
- 2 Forr example, an introvert might go to a party to meet new people, oran extrovert might stay home and read a book.
- 3 Changing behavior can help people feel betterr about themselves which increases their happiness.
- 4 I've learned morere about happiness from theirr own experiences than from universal principles orup-to-date studies.
- 5 This holiday was created in 2012 to include happiness as an indicatorr of how we succeed as a global community.
- 6 This category deals with how you gatherr information and learn.

- 3** Read the following passage after the recording. Pay attention to the r-linking and other consonant-vowel linking between the words.

Extrovertss and introverts also arrange their work areas differently. Generally speaking, extroverts like to keep their doorss open, they keep pextra chairs nearby, and they are more likely to put dishesof candy on their desks. Such behavior is an attempt to invite their co-workers s and encourage interaction. Introverts, in contrast, like to keep their roffices tidy and arrange their work areas in a way that discourages sinteraction with other people.

## Unit project

### Conducting a survey

#### Finding the HAPPY GUY

To celebrate the International Happiness Day, the Student Health Center in your university has launched a series of theme activities to boost the happiness and well-being of the students. One of the themes is “Find the HAPPY GUY in Your Class.” So let’s conduct a survey to find the lucky HAPPY GUY around us! The following steps may help you with the project.

#### Step 1 Brainstorm

Work in groups and discuss the things that make you happy. You may list some concrete things you do, like being well-rested, or some philosophical beliefs you hold, like love and mutual respect.

#### Step 2 Design a questionnaire


Write five statements which you think can measure your classmates’ degree of happiness. Then use a 5-point scale to score their responses to each statement.

For example:

Statement	strongly agree (5 points)	agree (4 points)	don't know (3 points)	disagree (2 points)	strongly disagree (1 point)
I feel well-rested for most of the days in a week.					

or

Statement	very frequently (5 points)	frequently (4 points)	occasionally (3 points)	rarely (2 points)	never (1 point)
I smile and laugh a lot.					



CHOOSE

#### TIPS

##### Designing questions for a questionnaire

Good questions are the first step to meaningful results. The following tips may help you in designing good questions.

- 1 Write down the main objective of your questionnaire. Make the objective specific and measurable.
- 2 Use simple and concrete language so that the respondent easily understands your question.
- 3 Avoid general questions like "Are you happy?" as they might bring out answers which are too general.
- 4 Do not suggest answers in your questions. For example, the answer to "Do you think happiness is important to our life?" is almost definitely "yes," as happiness is a universal pursuit.
- 5 The questions should be worded in a way which does not require the respondent to rely on their memory. For example, the question "When is the last time you cried?" may be quite difficult as people's memory of specific dates might sometimes fail them.
- 6 Double negatives should be avoided. The sentence "There isn't no other way." had better be changed into "There is another way."

### **Step 3** Interview your classmates

Ask five classmates to rate their responses to the five statements in your questionnaire. Note down their responses. Then add up the scores of each student to see who is the happiest person among them.

### **Step 4** Present the result

Read the five statements out loud to your class. Give valid reasons for your design of the statements. Then report your findings to the class.

# Further listening

## News report 1

### WORDS AND EXPRESSIONS

restlessness /'restləsnəs/ *n.*

烦躁; 不安

bidding /'bɪdɪŋ/ *n.* (尤指拍卖

时的) 竞买, 出价

### PROPER NAMES

Albert Einstein

/,ælbət 'aɪnstam/ 艾伯特·爱

因斯坦 (著名物理学家)

the Nobel Prize 诺贝尔奖

Tokyo /'təʊkjəʊ/ 东京 (日本

首都)

Listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. In Britain.  
B. In Japan.  
C. In Germany.  
D. In the United States.
- 2 A. Two notes.                      B. A tip.  
C. A word of thanks.              D. Some advice.
- 3 A. The pursuit of success will ruin happiness.  
B. Happiness comes from a calm and modest life.  
C. Pursue happiness and restlessness will disappear.  
D. Success is necessarily accompanied by restlessness.
- 4 A. 5,000 dollars.  
B. 8,000 dollars.  
C. 25,000 dollars.  
D. 1.56 million dollars.

## News report 2

### WORDS AND EXPRESSIONS

millionaire /,mɪljə'neə/ *n.* 百万富翁

### PROPER NAMES

Harvard Business School 哈佛商学院

Denmark /'denmɑ:k/ 丹麦 (北欧国家)

Listen to a news report and choose the best answer to each of the questions you hear.

- 1 A. Money can't buy us happiness.  
B. Buying stuff can bring people greater satisfaction.  
C. Buying services to get extra free time improves one's mood.  
D. Millionaires and ordinary people spend money differently.
- 2 A. 40 dollars.  
B. 80 dollars.  
C. 850 dollars.  
D. 6,000 dollars.
- 3 A. People spend money on happy free time each month.  
B. More and more people are willing to regularly buy happiness.  
C. Buying stuff relieves pressure more effectively than enjoying leisure.  
D. People don't often spend money on saving time, even if they can afford it.



## Conversation

Listen to a conversation and choose the best answer to each of the questions you hear.

- 1 A. They go on holidays.  
B. They kiss each other.  
C. They make a special sound.  
D. They prepare a lot of food.
- 2 A. They have parties.                      B. They shout loudly.  
C. They shoot bullets.                      D. They sing and dance.
- 3 A. Hugging.                                      B. Smelling.  
C. Eating.                                        D. Shooting.
- 4 A. We become happier by sharing our happiness.  
B. The "happy smell" of others can make us happy.  
C. It is hard to breathe in other people's happy emotions.  
D. We use different nonverbal expressions to express our happiness.

### WORDS AND EXPRESSIONS

bullet /'bʊlɪt/ *n.* 枪弹; 子弹

nonverbal /,nɒn'vɜ:bl/ *a.*

不用言辞表达的

### PROPER NAMES

Upper Egypt /'i:dʒɪpt/ 上埃及

(埃及南部地区)

## Passage

Listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. Ideals of harmony.  
B. The meaning of life.  
C. Concern for others.  
D. Individual happiness.
- 2 A. Avoid sadness.  
B. Enjoy positive emotions.  
C. Keep away from happiness.  
D. Take care of people who are unhappy.
- 3 A. They believe it is created by the gods.  
B. They believe it brings no benefits to others.  
C. They believe it brings more negative than positive results.  
D. They believe it makes a person selfish, boring or shallow.

### WORDS AND EXPRESSIONS

outweigh /,aʊt'weɪ/ *v.* 比...更

重要; 比...更有价值

shallow /'ʃæləʊ/ *a.* (对问题的

理解等)肤浅的, 浅薄的

### PROPER NAMES

Iran /'ɪrɑ:n/ 伊朗 (亚洲西南部

国家)





# 新一代大学英语 English

提高篇

# 2

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## 视听说教程

VIEWING, LISTENING AND SPEAKING

外语教学与研究出版社

FOREIGN LANGUAGE TEACHING AND RESEARCH PRESS


北京 BEIJING

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4

Unit

# Business: Think out of the box



Productivity and efficiency have traditionally been the main factors which contribute to the success of a company, and creativity used to be regarded as related only to certain sectors of business, such as marketing and advertising.

However, today, the ability to come up with creative solutions to problems and to develop new and innovative products and services makes the difference between the success and failure of a company. In this unit, we are going to learn why businesses need to innovate to stay competitive and how they develop innovative solutions to challenges.

## Learning objectives

Upon completion of this unit, you will be able to:

- understand why and how businesses innovate to stay competitive
- listen for key words
- identify the sense groups in a sentence and read them correctly
- develop and promote a business idea

## Warming up

Work in pairs and discuss the following questions.

- 1 What do you think is the most creative product or service in the past decade? Why do you think so?
- 2 Have you used it? Why or why not?

# Explore 1: Listening and speaking

## Conversation

### Listening and understanding

#### PROPER NAMES

Corfman /'kɔ:fmæn/ 柯夫曼  
(人名)

#### LISTENING SKILLS

##### Listening for key words

In connected speech, we can know the key words according to the stress which the speaker puts on them. Any words in a sentence may be logically stressed if they are important.

Key words are usually nouns, verbs, adjectives which are important terms, ideas, dates, actions, etc. They are often repeated using the same words or different words (which is called paraphrase), and are often spoken louder and clearer than other words.

**1** Creativity is a fundamental factor for the continued success of any business. Using our natural abilities, gaining inspiration from the tools and resources we have, etc., are all ways to stay creative. Now listen to a conversation and decide whether each of the following statements is true (T) or false (F).

- 1 Both of the speakers agree that creativity is the most important leadership quality.
- 2 A competitive environment requires new ways to do things.
- 3 For some people, creativity is a natural ability.
- 4 Most failures occur in the first stage of innovation.
- 5 New ideas are more easily born in a safe environment.
- 6 Failure is celebrated in Asian countries.

**2** Listen to the conversation again and fill in the blanks with what you hear.

**Creativity has been pushed to the top because:**

- a. the rate of 1) \_\_\_\_\_ in the world has been increasing;
- b. there are serious global problems that need more 2) \_\_\_\_\_;
- c. the standards are getting 3) \_\_\_\_\_.

**We can be creative by using:**

- a. our 4) \_\_\_\_\_;
- b. our experiences;
- c. our 5) \_\_\_\_\_;
- d. 6) \_\_\_\_\_ that help us take advantage of our natural abilities.

**People need to feel safe to be creative, which requires:**

- a. open-mindedness;
- b. willingness to take 7) \_\_\_\_\_;
- c. tolerance for 8) \_\_\_\_\_.



## Passage

### Listening and understanding

**1** A creative advertising idea may grab the attention of customers. But is it enough to make them form an attachment to a brand in today's world? What else should we do? Now listen to a passage and choose the best answer to each of the questions you hear.

1. A. They are not so important as creativity.  
B. They have changed target customers of products.  
C. They let products reach target customers more easily.  
D. They influence marketing to a greater degree than creativity.
2. A. Through a creative idea and a successful product.  
B. Through a low budget and sales-related messages.  
C. Through the most creative idea and sales promotions.  
D. Through an average creative idea and the right budget.
3. A. The basic elements of a product.  
B. The emotions of brand designers.  
C. The creative ideas of brand designers.  
D. The attachment of customers to the brand.
4. A. Even a child can play with it.  
B. The average customer can afford it.  
C. Its good content has reached the customers.  
D. The customer chooses it to propose to his girlfriend.





2 Listen to the passage again and decide whether each of the following statements is true (T) or false (F).

- 1 The quality of creativity is always very important.
- 2 People can't choose whether to receive sales-related messages now.
- 3 Product sharing by customers has a powerful effect.
- 4 The speaker prefers to rely on data and trends rather than on emotional responses.
- 5 Customers' emotional engagement can give a product a new life.

## Thinking and speaking

3 Work in pairs and discuss the following questions.

- 1 Is there any brand that you have been buying for many years? If yes, what makes you loyal to it? If not, why do you change brands?
- 2 Will you try a brand just because your friend or classmate recommends it? Why or why not?
- 3 If you are going to choose something to propose to a boy / girl, would you choose it because of its brand? Why or why not?







## News report 1

Problems often mean business opportunities. Two Italian companies developed a solution to the problem of drinking coffee in space. Now listen to a news report and choose the best answer to each of the questions you hear.

- A. Espresso.  
B. Black coffee.  
C. Instant coffee.  
D. Zero gravity coffee.
- A. She will teach other spacemen how to make espresso in space.  
B. She will work on the International Space Station for half a year.  
C. She will be worried about her journey to space without espresso.  
D. She will drink only instant coffee on the International Space Station.
- A. Drinking espresso is a necessary part of Italians' life.  
B. An espresso machine may appear on the International Space Station.  
C. NASA will test the effect of espresso on the performance of spacemen.  
D. An espresso machine company and a space food producer have joined hands.

### WORDS AND EXPRESSIONS

espresso /e'spresəʊ/ *n.* 蒸馏咖啡

instant /'ɪnstənt/ *a.* 速溶的

gravity /'grævəti/ *n.* 重力; 引力

### PROPER NAMES

Samantha Cristoforetti

/sə,mænθə ,krɪstəfɔ'reti/

萨曼莎·克里斯托弗雷蒂

(人名)

International Space Station 国际空间站

Turin /tjʊ'rɪn/ 都灵 (意大利城市)

Lavazza /lɑ:'vɑ:zə/ 拉瓦萨 (意大利咖啡品牌)

Argotec /'ɑ:gəʊ,tek/ 亚果科技 (意大利公司名)



## News report 2

### WORDS AND EXPRESSIONS

logo /'ləʊgəʊ/ *n.* (公司或组织的) 标识

The Coca-Cola Company, one of the world's most famous brands of soft drinks, has a rich heritage of creative excellence in brand communications. Building on its success, Coca-Cola has launched a new creative campaign this summer. Now listen to a news report and choose the best answer to each of the questions you hear.

- When the ice-cold bottle keeps changing colors.
  - When the 4°C sign becomes visible on the bottle.
  - When the color of the logo changes to blue and pink.
  - When the label changes into a mixture of its classic forms.
- Scan the label.
  - Download an app.
  - Touch the packaging.
  - Upload a photo of the label.
- A scanning app.
  - Temperature control.
  - Packaging software.
  - Temperature-sensitive ink.



# Explore 2: Viewing and speaking

## Viewing and understanding

- 1 China is moving beyond the “world factory” to become a force in creativity. It is shifting from “Made in China” to “Created in China” or “Designed in China.” Now watch a video clip and match the countries in Column A with the examples of creativity in Column B. You may match each country with more than one example.

### Column A

- 1 the United States
- 2 Germany
- 3 Italy
- 4 France

### Column B

- a. movies
- b. brands
- c. music
- d. no examples provided

### WORDS AND EXPRESSIONS

undoubtedly /ʌn'daʊtɪdli/ *ad.* 无可争议地；肯定地

craft /kra:ft/ *n.* 工艺；手艺

corporation /,kɔ:pə'reɪʃn/ *n.* 公司；企业

hardware /'hɑ:d,weə/ *n.* 硬件

headquarter /'hedkwɔ:tə/ *v.* 在…设总部

persona /pə'səʊnə/ *n.* 人物

venture /'ventʃə/ *capital n.* 风险资本

### PROPER NAMES

*Malèna* 《西西里的美丽传说》（意大利电影）

Monica Bellucci /bə'lu:tʃi/ 莫妮卡·贝鲁奇（人名）

Prada /'pra:də/ 普拉达（意大利品牌）

house music 豪斯音乐（一种电子音乐）

Louis Vuitton /,lu:i vwi'tɒn/ 路易威登（法国品牌）

*Lola Rennt* 《罗拉快跑》（德国电影）

Michael Moritz /mə'rɪts/ 迈克尔·莫里茨（人名）

**2** Watch the video clip again and fill in the blanks with what you hear.

#### The position of China in the world

**In the past:** It succeeded through its 1) \_\_\_\_\_ of labor and its huge 2) \_\_\_\_\_.

**Now:** Its creative industries are evolving quietly.

#### The meaning of "Made in China"

**In the past:** cheap and 3) \_\_\_\_\_

**Now:** The quality and craft are 4) \_\_\_\_\_ to compete globally.

#### The representations of China

**In the past:** the Great Wall and 5) \_\_\_\_\_

**In the future:** the creative style, like a movie or 6) \_\_\_\_\_

#### China's creative corporations

**Huawei:** The hardware and software of its R & D Center in Shanghai are just 7) \_\_\_\_\_ other foreign research institutes'.

**Xiaomi:** It is the first company that started to use the 8) \_\_\_\_\_ for developing mobile phone's operating system and getting 9) \_\_\_\_\_ involved in development and improvement.

**Tencent:** It provides users with "10) \_\_\_\_\_ online life services."

#### The future of the Chinese market

It will continue to grow and expand because of:

- a. its unique 11) \_\_\_\_\_ and rhythm;
- b. the hard work, the learning and 12) \_\_\_\_\_ of the Chinese.

## Thinking and speaking

**3** Work in pairs and discuss the following questions.

- 1 What other creative Chinese enterprises do you know? Why do you think they are creative?
- 2 What kind of creative enterprise would you invest in if you had enough money? Why?

# iPractice: Pronunciation

**1** Listen to the following sentences and mark the sense groups where the speaker pauses in reading. Then take turns reading them to a partner.

- 1 Failure can occur at many stages in the innovation process.
- 2 However, today we are in the age of intense competition.
- 3 There are tools that help you take advantage of your natural abilities in ways that will make you more creative.
- 4 In the past, advertisements could be made with an average creative idea, and with the right budget, they would be seen by everybody.

**2** Listen to the following paragraphs and mark the sense groups where the speaker pauses in reading. Then take turns reading them to a partner.

People fall in love with brands in the same way they fall in love with people. They may attach feelings and emotions to a brand. If you want people to engage with you as a brand, rather than just as a product, the key is engaging them at an emotional level. That's why I focus on emotional responses, rather than data and trends.

There is no doubt that technology helps enhance brilliant content. It allows the public to engage more with a brand. They take your brand and play with it and give your content a new life by making it their own. When someone chooses your brand to propose to their girlfriend, this is what defines real success in my eyes.





## Unit project

Developing and promoting an idea

### Starting our own business

Your school has a special fund to support student start-ups. In the past few years, it has helped lots of students make their dreams come true. This year, you and your friends would like to look for a wonderful business idea and apply for the fund. The following steps may help you with the project.





### **Step 1**

#### **Come up with a creative idea**

The key to coming up with a creative idea for a new product or service is to identify a market need that is not being met. To decide which market need you would like to meet, discuss in groups the following questions:

- What problem or need do you feel so passionately about that you're willing to take on risk and make a long-term commitment to it?
- How can you solve the problem or meet the need creatively?

Your idea: \_\_\_\_\_

### **Step 2**

#### **Turn your creative idea into a practical business idea**

Based on your creative idea, think about what product or service you can provide for the market. This turns the creative idea into a business idea. To make it more practical and attractive, you may further develop your idea by considering the following points:

- the competitiveness and market potential of your product or service
- the unique selling point of your product or service
- the profitability of your product or service

### **Step 3**

#### **Decide on the brand name, pricing and location**

Now you have considered the possibility of the success of your business idea. Discuss with your group members the following:

- your brand name
- the price range for the product or service
- where it will be located if it is a physical shop

### **Step 4**

#### **Present your business idea**

Prepare a three-minute presentation on your business idea. Your audience may be both your target customers and your potential investors. Your presentation should include what you have discussed in steps 1 to 3.

Present the business idea of your group to the class. The class votes on the most promising business idea.

# Further listening

## News report 1

### WORDS AND EXPRESSIONS

glow /gləʊ/ *v.* 发光

doughnut /'dəʊ,nʌt/ *n.* 炸面圈

UV *abbrev.* (ultraviolet) 紫外线的

### PROPER NAMES

Black Star Pastry /'peɪstri/  
悉尼一家甜品店

Listen to a news report and choose the best answer to each of the questions you hear.

- 1
- A. The opening of a store.
  - B. A light festival in Sydney.
  - C. The Best Doughnut of Sydney.
  - D. A ceremony to drive away darkness.
- 2
- A. Glonut.
  - B. Black Star.
  - C. Glowing Nut.
  - D. Glow-in-the-dark.

## News report 2

Listen to a news report and choose the best answer to each of the questions you hear.

- 1
- A. Vote on the best service of Muji.
  - B. Comment on the service of Muji.
  - C. Contribute ideas to Muji products.
  - D. Commit to buying Muji products online.
- 2
- A. Its online community is getting larger.
  - B. Customers' suggestions have decreased.
  - C. It becomes more difficult to predict customer tastes.
  - D. The management no longer decides what to produce.
- 3
- A. When an open process is started.
  - B. After enough customers have used it.
  - C. After it has been sold out for some time.
  - D. When there are more than 300 orders for it.

## Conversation

### PROPER NAMES

Hoffice 家庭办公室

Listen to a conversation and choose the best answer to each of the questions you hear.

- 1
- A. He can't find a place to work.
  - B. He doesn't like his present job.
  - C. He wants to try a new lifestyle.
  - D. He feels lonely working at home.

- 2 A. Advice on business and creativity.  
B. Free work spaces and office supplies.  
C. Investment in small new enterprises.  
D. Meaningful and productive group work.
- 3 A. By bringing more friends to the Hoffice.  
B. By working hard and achieving success.  
C. By changing their homes into Hoffices.  
D. By contributing their personal resources.
- 4 A. They announce their plans for the day.  
B. They work by themselves for 40 minutes.  
C. They ask other members about their goals.  
D. They seek advice from other members about their work.

## Passage

Listen to a passage and choose the best answer to each of the questions you hear.

- 1 A. It paves the way for company success.  
B. It usually doesn't come under pressure.  
C. It is mostly not about real-world problems.  
D. It has various forms and serves various purposes.
- 2 A. In the late 1980s.  
B. After the birth of the Internet.  
C. After the invention of ChangeGuard.  
D. When it started to invest in new business.
- 3 A. It helps the customers get the lowest price.  
B. It helps the customers pay less for changing tickets.  
C. It provides better service than other travel agencies.  
D. It saves the customers \$30,000 on average every year.
- 4 A. It is a threat to his company.  
B. His company has to accept it.  
C. It won't destroy an entire industry.  
D. Some companies have to abandon it.

### WORDS AND EXPRESSIONS

robotics /rəʊ'bɒtɪks/ *n.* 机器人学

### PROPER NAMES

Bill Campbell /'kæmbəl/  
比尔·坎贝尔 (人名)

# Scripts

## 基础篇 Book 1

### Unit 8 For a better planet

#### iExplore 1: Listening and speaking

##### Conversation

- Rob:** Hi Mary. Do you think the air quality in Beijing this year is so much better than previous years?
- Mary:** Oh, yes! There are more blue sky days this year!
- Rob:** I just remember that at certain times last year, the air was so polluted that children were not allowed outside and schools were closed.
- Mary:** Yeah ... The air pollution has been reduced a lot recently. How does the government manage it?
- Rob:** China has taken a series of measures. There are three main things they're trying to do in Beijing.
- Mary:** What are they?
- Rob:** Well first, there is a serious effort to stop coal burning, both in Beijing and in surrounding areas; next they reduced the sale and use of private cars and limited road traffic in order to cut pollution.
- Mary:** Yes, I also heard that polluting cars are not allowed on roads and greener, new energy cars are encouraged.
- Rob:** There is evidence that these measures are working.
- Mary:** That's for sure. So, what else?
- Rob:** Well, industrial pollution is said to be the biggest source of the PM 2.5 problem. So, many polluting factories have been shut down in Beijing and surrounding areas.
- Mary:** Wow, China is taking real action on air pollution. Let's hope these measures make the air in Beijing cleaner and safer.

##### Passage

Do you run away when you hear the sound of a bee? Many people do. But do you know that bees are very important to humans? They do more than just make honey. Many plants depend on bees to produce some of nature's most healthy and popular foods. It's hard to imagine that one third of everything we eat is a direct result of the hard work of bees.

However, over the past few decades, bees have been dying in large numbers in many parts of the world. The problem is called Colony Collapse Disorder (CCD).

The disappearance of bees is a serious problem. It has a great influence on our food supply. Maybe you could live in a world without honey. But what about a world without pears, cherries and grapes?

Presently, scientists are still working to discover why the bees are dying. Some think CCD is caused by the loss of bees' natural living space. Others think pesticides are killing the bees.

So, what can we do to save the bees? We may find ways to protect their living space, reduce the use of harmful pesticides, and help to increase awareness of the problem of CCD. All these may do wonders to stop the dying of bees.

##### Questions:

- 1 What is the passage mainly about?
- 2 Which of the following might be influenced by the disappearance of the bees?
- 3 What may lead to the death of bees in large numbers according to the scientists?

##### News report 1

After just three months, Starbucks has dropped a promise to give customers who bring their own cup 50 pence off the price of their drink.

It has gone back to a smaller reduction of 25 pence. At the same time, Costa gives a small sum of money to support the environmental organization if people bring



their own cup, but only a small number of customers know about it.

Other coffee chains do even less to encourage people to bring their own cup.

The paper cups used by the coffee chains are covered with a thin piece of plastic so they can't be recycled.

Environment Minister Thérèse Coffey said she wants the coffee chains to deal with the problem themselves.

“It's a real shame that the minister hasn't supported the public concern about wasteful and polluting coffee cups,” said an environmentalist. “If she thinks coffee chains are doing enough to solve the problem on their own, I think she is wrong.”

#### Questions:

- 1 How long did Starbucks keep its promise of giving customers a price reduction of 50 pence for bringing their own cup?
- 2 Why does Starbucks give customers a reduction in price if they bring their own cup?
- 3 What do we learn about other coffee chains in encouraging people to bring their own cup?
- 4 What is Environment Minister Thérèse Coffey's opinion on solving coffee cup pollution?

## News report 2

An environmental company in India is proposing a new solution to air pollution problems in Asia – turning the waste gas from cars into ink.

It involves attaching a device to a car. The device collects the pollution released by cars and turns it into ink. According to several tests, the device can collect up to 93 percent of the released pollution. It takes about 45 minutes to produce about 30 grams of ink.

“There's a huge possibility here,” Anirudh Sharma, inventor of the device said. “If each of the 20,000 black cabs in London had our product, we could clean 30 trillion liters of air a year.” Now the company is on their way to get more people to try out this new solution. It is believed that this will be the future of environment-friendly cars.

#### Questions:

- 1 What solution does the environmental company provide to air pollution problems?
- 2 How much released pollution can be collected by the device?
- 3 According to Anirudh Sharma, inventor of the device, what is the company's next move?

## iExplore 2: Viewing and speaking

Have you ever heard the story of how a recycled bottle came to be? Well, it starts when someone goes to the store and buys a bottle of something. After the person uses the bottle, they put it into a recycling container. Every city's recycling program is different. In New York City, plastic, metal and glass are mixed together among containers, but paper is different. It goes into a container all by itself. A sanitation truck takes up the mixed metal, glass and plastic, and brings them to a recycling facility; from there the materials are taken on a ship to a MRF, which stands for Material Recovery Facility. At the MRF, the mixed metal, glass and plastic are loaded onto conveyors. Big magnets are used to separate the metals. Next, shredders are used to further process the metals, so they can be sold to steel factories to be made into new products. The glass is cut into pieces to be used in place of the sand and small stones. Then it is sorted by color and sent away to make new glass bottles. Machines are used to separate different types of plastic bottles, from soda bottles to milk and juice bottles. After being sorted, the plastic is tied together and sold to plastic recyclers.

When a plastic bottle arrives at a plastic bottle factory, its label will be removed and it gets washed and cut into small pieces. Don't worry! It doesn't hurt! Then the plastic pieces will be melted and made into a new plastic bottle, as good as new! After that, it's sold to another company where it's filled with a new product. Finally, it gets back to the store, to be sold to another person. Hopefully, they will remember the story of bottle recycling, and make sure to put the empty bottle in the proper recycling container. Here we go again.

## Further listening

### News report

A natural solution to the plastic waste problem may be near. Researchers have discovered that a tiny waxworm can eat through the plastic at very high speeds.

About a trillion plastic bags are used around the world each year. They take centuries to break down.

Waxworms now offer an environment-friendly solution to global waste on a large scale.

A researcher said: "It's extremely, extremely exciting because breaking down plastic has proved so challenging." He said the waxworm breaks down very tough plastics more than 1,400 times faster than other organisms. Another researcher said: "We are planning to put this finding in use to get rid of plastic waste, working toward a solution to save our oceans, rivers, and the entire environment."

#### Questions:

- 1 What did researchers discover according to the news report?
- 2 What kind of solution does the waxworm provide to the global waste problem?
- 3 What did researchers say about the waxworm?

### Conversation

**Addy:** We have Mr. Wang from the Department of Environmental Affairs with us today. Welcome, Mr. Wang.

**Wang:** Thank you. It's a pleasure for me to be on today's program.

**Addy:** So, can you give us a bit of information about the event you organized in your department?

**Wang:** Sure. We have this campus environmental protection event called "One small thing, one big change," which means you do one thing to protect the environment, and if everyone does it, we will see a huge change on campus.

**Addy:** That sounds interesting. Only one thing? Can you give us some examples of what students could do?

**Wang:** There are many things. For example, use reusable water bottles. At college you are out all day at classes, sports, meetings, etc., and drinking water is important. Get yourself a nice water bottle instead of buying bottled water every day. It's not only friendly to the environment, but cheaper!

**Addy:** That's right! I can't think of how much money I have spent on buying bottled water. Do you have other suggestions for what students can do?

**Wang:** OK, another very tiny thing you can do is to go trayless. If your café uses lunch trays to carry plates and cups, that tray is an extra thing to wash, obviously using more soap and water.

**Addy:** Wow, I have never thought about that. I think another good thing about going trayless is that it can help us lose weight! Obviously, you'll carry less food without a tray.

**Wang:** Ha ... That is very true.

#### Questions:

- 1 Where is the conversation most likely to happen?
- 2 What is the purpose of the event "One small thing, one big change"?
- 3 Which of the following is mentioned by the woman as the advantage of going trayless?

### Passage

You can turn off the light whenever you leave a room. You can use cloth bags when shopping. You can even choose to eat organic food. But if you're buying fast fashion, you're still destroying the planet.

In fact, it doesn't even necessarily have to be fast fashion. If you're buying clothes from anywhere and only wearing them for a single season, you guessed it: You're also destroying the planet.

Today, the fashion industry is the second most polluting industry on Earth. And fast fashion is one of the causes because it inspires a throwaway clothing culture. Most people would like to keep buying in order to keep up with fashion trends. After all, fast fashion clothes are cheap. That's where the problem starts.

While brands like H&M try to make us feel better with their recycling campaigns, the simple fact is, such moves will do little to help clean up the planet. After all, you're probably going to buy new clothes to replace the ones you just recycled. And that's the problem.

**Questions:**

- 1 What does the speaker think of fast fashion?
- 2 Why do most people want to keep buying clothes?
- 3 What do we learn about the recycling campaigns organized by brands like H&M?

## 基础篇 Book 2

### Unit 8 Culture and tradition

#### iExplore 1: Listening and speaking

##### Conversation

**Yuanyuan:** Hi, Thomas. How's your visit to the Palace Museum?

**Thomas:** Oh, it's amazing. I enjoyed the collections and architecture there very much.

**Yuanyuan:** So, which collection impresses you most?

**Thomas:** The Jade Ruyi. I know Chinese people love jade. But what surprises me most is that the Museum includes some 30,000 pieces of jade.

**Yuanyuan:** That's quite impressive.

**Thomas:** It sure is. But I don't quite understand the meaning of the designs on the Jade Ruyi.

**Yuanyuan:** I think I can explain. The designs on the Jade Ruyi usually include an old man, cranes, pines, and deer. They all have different meanings. It's easy to understand that the old man stands for long life. Cranes also stand for long life. It might be because some traditional stories say cranes can live a thousand years. Likewise, pines are evergreen, so that might be why they represent long life, too. As for deer, they symbolize wealth, because in Chinese deer (lu) and wealth (lu) have the same sound.

**Thomas:** That's really interesting.

**Yuanyuan:** Exactly. So, what about the architecture, which hall do you think is the most special one in the Museum?

**Thomas:** Well, I think it's the Hall of Supreme Harmony. The tour guide told me it's the highest-ranking building in the Museum.

**Yuanyuan:** And it is also the largest surviving wooden structure in China.

**Thomas:** Really? That's awesome.

**Yuanyuan:** Right. Are there many people visiting the Museum in this season?

**Thomas:** Not really. I remember you once told me that it used to be crowded and many people line up for tickets. But it's obvious the Museum has made efforts to improve ticket selling. It introduced an online service to make tickets available for visitors. That really fascinates me.

**Yuanyuan:** Yeah, that really makes things a lot easier. Would you like another visit to the Palace Museum in the future?

**Thomas:** Of course.

**Questions:**

- 1 Which collection in the Palace Museum impresses the man most?
- 2 According to the man, why is the Hall of Supreme Harmony the most special one in the Palace Museum?
- 3 What service has the Palace Museum improved according to the conversation?

## Passage

In some traditional ink and wash paintings, the subjects are painted with such special features that they later become part of the identity of the painters themselves.

For example, the famous ink and wash shrimps painted by Qi Baishi, one of China's most celebrated modern master artists, are so popular that they are now part of the identity of the painter himself. Whenever people see an ink and wash painting of shrimps, they are most likely to think of the name Qi Baishi.

Shrimps have been the favorite subject of Qi's paintings for decades. For years, Qi repeatedly copied the shrimp paintings of earlier masters and later he began to develop his own techniques and styles. It was not until he was already in his 60s that he finally created his own style of painting ink and wash shrimps.

Qi believed in the theory that paintings must be something between likeness and unlikeness. He painted shrimps in this so-called *xieyi* style.

Qi's paintings were popular not only in China, but also in other parts of the world. The Spanish master painter Pablo Picasso once said that he was a fan of Qi Baishi and his own style of using a brush was influenced by him.

## News report 1

A group of Chinese kung fu and tai chi performers exhibited their martial arts skills on Times Square on Sunday.

Different tai chi styles and forms were performed, including tai chi fan dancing, Chen-family style, and double and single tai chi performances.

Besides the Chinese tai chi teams, a local kung fu team from Zhao Changjun Wushu Academy in New Jersey also performed for the audience.

"We mainly performed tai chi today, but Chinese kung fu has many different forms and styles," Zhao Changjun said. "So we hope today's performance will let more people in the US know about Chinese kung fu and Chinese culture."

Cultural exchange plays a significant role in US-China relations, and kung fu as a form of sports is an important part of it.

**Questions:**

- 1 Where did a group of Chinese kung fu performers exhibit their martial arts skills on Sunday?
- 2 Which of the following styles and forms of tai chi were not included in their performances?
- 3 Which of the following statements is true according to the news report?

## News report 2

Sitting in a garden-style Chinese theater, Sonia Lovett and her team are watching a "face-changing" performance in wonder. Lovett, a director with Britain's National Theater, is at Chongqing Sichuan Opera Theater to film the Sichuan Opera.

Lovett's team are now putting what they filmed into a National Theater Live project, hoping to bring the form to the big screen.



Popular in Sichuan, Chongqing and Yunnan, Sichuan Opera has about 300 years of history. It features different singing styles from the eastern places of Jiangsu and Jiangxi, the northwestern folk song melodies of Shanxi, and singing in the Sichuan style.

One of the features of the opera is “face-changing,” during which performers change their faces into as many as 14 different looks.

In recent years, the art has become popular internationally, with shows in Germany, the Netherlands, Hungary, and the United States.

#### Questions:

- 1 What is the news report mainly about?
- 2 What places are mentioned as the sources of Sichuan Opera?
- 3 How many different looks can a “face-changing” performer change in Sichuan Opera?

## iExplore 2: Viewing and speaking

### 1 To respect the laws of nature

The Twenty-four Solar Terms is a knowledge system and social practice through which the Chinese people attempt to understand the laws of nature and how they relate to the natural world.

Ancient Chinese divided the circle of the annual motion of the sun into 24 equal parts, each part was called a *Jie Qi* or solar term. Hence the 24 parts altogether are called the Twenty-four Solar Terms.

They are Beginning of Spring, Rain Water, Insects Awakening, Spring Equinox, Fresh Green, Grain Rain, Beginning of Summer, Lesser Fullness, Grain in Ear, Summer Solstice, Lesser Heat, Greater Heat, Beginning of Autumn, End of Heat, White Dew, Autumnal Equinox, Cold Dew, First Frost, Beginning of Winter, Light Snow, Heavy Snow, Winter Solstice, Lesser Cold, and Greater Cold.

For thousands of years, the Twenty-four Solar Terms has influenced Chinese people’s way of thinking and code of conduct. It is both an important part of Chinese cultural

identity and powerful evidence of the cultural variety of human kind.

### 2 To arrange farming and daily life

The Twenty-four Solar Terms started in the Yellow River reaches. It was used to guide the work and life of a society based on agriculture. This way of life was then shared among many ethnic groups.

This tradition has touched almost every aspect of Chinese people’s lives. When a specific solar term begins, people arrange farming and daily life according to that solar term’s tradition. As a result, traditional knowledge is passed on through ritual practices and folk activities.

In the view of Chinese people, the rhythm of life is closely connected with the solar terms. This view inspires China’s particular ways of keeping good health. In Banshan, Hangzhou city, on Beginning of Summer, people hold traditional activities to keep fit such as eating black sticky rice and climbing mountains.

### 3 To uphold the unity of heaven and man

The concepts of Unity of Heaven and Man and Circulation of the Yin and Yang in traditional Chinese philosophy are the core thinking behind the Twenty-four Solar Terms. These concepts express the spirit of harmony between man and man, and between man and nature. This thinking encourages Chinese respect for the laws of nature and the rhythm of life. It also creates the ideal of social life featuring natural balance with an emphasis on harmony.

On Fresh Green people go hiking and have outings. It is also a traditional festival for remembering ancestors as well as a way for the Chinese people to share their identity as members of one culture. In 2008, Fresh Green Day became a national holiday.

On Winter Solstice, southerners eat Dong Zhi Yuan or glue puddings which symbolizes the happy family and harmonious society, while northerners share dumplings in the community to encourage good deeds as in the “1000-person dumpling banquet.” These traditions play a significant role in promoting the cultural identity of communities, ethnic groups and the country.

It not only arouses the cultural self-consciousness of the young generation, but also enhances dialogue between different cultures.

## Further listening

### News report

Traditional Chinese medicine (TCM) is surprisingly welcomed by African countries. Since 2003 the global herbal medicine market has grown to \$60 billion. Africa became the largest medicine export market for China in 2012.

With over a million Chinese living in Africa, the number of people practicing TCM there is also increasing, serving both Chinese and local people. Clinics using TCM often fill holes in African health care systems. They also provide cheaper alternatives to government or private Western medicine hospitals.

For more than 80% of Africans, TCM is the first or only choice. Research evidence indicates that TCM is useful to treat or manage some diseases.

#### Questions:

- 1 What is the news report mainly about?
- 2 What do we learn about traditional Chinese medicine from the news report?
- 3 How many Africans take traditional Chinese medicine as their first and only choice?

### Conversation

**Interviewer:** Welcome back to our program! Professor Hansen, I would like to ask how you first became interested in the Silk Road.

**Professor:** Well, in the 1960s and 1970s, more than 1,500 documents were discovered at Turfan. When I saw these documents, I was totally fascinated by them.

**Interviewer:** Really? Which of them fascinated you the most?

**Professor:** My favorite discovery was the small figure called “Tang Barbie,” because she

was almost exactly the same height as a Barbie doll, and as smart as a Barbie. She wears clothes that combine the best of Persian styles with Chinese.

**Interviewer:** I didn’t expect that you are into Barbie dolls. But the greatest part about the Silk Road is its cultural mixing. Speaking of the Silk Road, what do you believe is the greatest misunderstanding about the Silk Road?

**Professor:** Most people think that the main reason for traveling on the Silk Road was trade. However, close examination of the discovered documents shows that people traveled for a variety of reasons. Some were Buddhist monks who traveled to study with learned teachers and to teach students. Others were artists and skilled workers who brought their skills to new places. The largest number of groups were those who left their war-torn lands for new, safer places.

**Interviewer:** So it seems we should never consider an issue from just one perspective. Thank you for sharing your ideas and thoughts on the Silk Road, Professor Hansen. I wish you many happy experiences with your research.

**Professor:** Thanks, James. I also hope my research will help people to open up their minds.

#### Questions:

- 1 What are the speakers talking about?
- 2 What fascinated Professor Hansen most when she first developed interest in the Silk Road?
- 3 According to Professor Hansen, which is the largest group of people traveling on the Silk Road?

### Passage

Chinese opera is one of the three oldest art forms of its kind in the world. It developed from folk songs, dances, talking, and local music. Gradually it joined together

music, art and literature into one performance on the stage.

Over the past 800 years, Chinese opera has developed into many different local varieties based on local culture and accents. Peking Opera is the most famous one, and it has been honored as China's national theater.

Peking Opera took shape in Beijing in the late Qing Dynasty, around 1840. Despite a short history of development, Peking Opera took on the musical and performance styles of other local and earlier opera forms, and grew rapidly.

Since there are many elements in Peking Opera performance, it takes great effort to train an actor. An excellent actor must be a performer, singer, and dancer, and even acquire a foundation in martial arts and sports. He must be trained from an early age. Years of practice are required before he can present the many elements of Peking Opera in front of an audience.

**Questions:**

- 1 What is the passage mainly about?
- 2 Which of the following statements about Chinese opera is true according to the passage?
- 3 How can a person become an excellent actor of Peking Opera according to the passage?

## 提高篇 Book 1

### Unit 2 Be yourself, be happy

#### iExplore 1: Listening and speaking

##### Passage

Extroverts and introverts have a variety of differences. According to one study, extroverts wear more fancy clothing, while introverts prefer practical, comfortable clothes. Extroverts are more likely to prefer more energetic and popular music than introverts.

Extroverts and introverts also arrange their work areas differently. Generally speaking, extroverts like to keep their doors open, they keep extra chairs nearby, and they are more likely to put dishes of candy on their desks. Such behavior is an attempt to invite their co-workers and encourage interaction. Introverts, in contrast, like to keep their offices tidy and arrange their work areas in a way that discourages interaction with other people.

Despite these differences, there is a great deal in common in the way that extroverts and introverts behave. They are not “fundamentally different.” Extroverts just act a little bit more extroverted, about five to ten percent more often than introverts.

Humans are complex and unique. A person who acts introverted in one situation may act extroverted in another. People can also choose to behave in ways that may not be their “first nature.” Rather than being fixed and always acting the same way, an individual can choose to act extroverted or introverted to achieve important personal goals that may help them achieve happiness. For example, an introvert might go to a party to meet new people, or an extrovert might stay home and read a book. Changing behavior can help people feel better about themselves which increases their happiness.

## Conversation

**Interviewer:** From time to time, I post short interviews with interesting people about their thoughts on happiness. I've learned more about happiness from their own experiences than from universal principles or up-to-date studies. Today's interview is with Daniel Pink. So, Daniel, what simple activity always makes you happier?

**Daniel:** Running. It always raises my mood. Also, nothing is more satisfying than writing 500 words that people love to read. Unfortunately, that's never simple for me.

**Interviewer:** What do you know now about happiness that you didn't know when you were 18 years old?

**Daniel:** If you want to be happier, you should stop caring so much about what other people think.

**Interviewer:** So that's why you take "The tortoise won the race" as your happiness motto in your book?

**Daniel:** Yes. In the story, the tortoise succeeded because he ran the race his way and ignored what others had to say. The tortoise found his own way to success and happiness.

**Interviewer:** Well, what do you find people do that adds to their happiness, or reduces their happiness?

**Daniel:** I find that people who are quite social are usually pretty happy. That surprises me a bit, since I'm not a big glad-hander or party-goer. On the other hand, I also see lots of people who are just repeating themselves aimlessly – doing the same things, in the same ways, over and over again. I don't think they're happy, because they're not truly aware of their behavior. For me, finding the meaning of life seems to be necessary for happiness.

### Questions:

- 1 What helps the interviewer learn more about happiness?

- 2 What is Daniel's understanding of happiness?
- 3 What does Daniel's happiness motto mean?
- 4 According to Daniel, what is necessary for happiness?

## News report 1

Microsoft's photo research division has just released a new trial version of a tool that detects emotions in photographs and paintings using machine-learning techniques. When you upload a picture, the software scans the subject's face and attempts to read the feelings behind their expression.

*Mona Lisa*, perhaps the most famous artwork in the world, has attracted the public's imagination for centuries. Back in 2005, computers at the University of Amsterdam confirmed what people have believed for a long time – the figure in the painting is "mainly happy." Microsoft's new app agrees. With the help of machine-learning technology, the app can recognize several common emotional states including anger, fear, happiness, neutral, sadness and surprise based on universal facial expressions that reflect those feelings. Through this app, the most obvious emotions detected from *Mona Lisa* in the painting are "happy" and "neutral."

### Questions:

- 1 What new device is introduced in the news report?
- 2 In the news report, which of the following emotions is not mentioned as recognizable by the new app?
- 3 What does the new app say about the emotions of *Mona Lisa*?

## News report 2

Yesterday on March 20th, the United Nations celebrated its annual International Day of Happiness. This holiday was created in 2012 to include happiness as an indicator of how we succeed as a global community.

For too long, the world has used GNP to measure the well-being of a country. Money certainly helps a country's and a person's well-being. But it is not the only factor.



Recently, the Gallup poll asked adults in 143 countries questions including “Did you feel well-rested yesterday?” “Were you treated with respect yesterday?” “Did you smile or laugh a lot?” “Did you learn or do something interesting?” Seventy percent of people around the world said they had fun, smiled or laughed a lot, felt well-rested and respected. This number has remained steady through the years.

It is perhaps not surprising that places that experienced conflict score quite low. The Middle East and North Africa have the lowest positive emotions. But the poll also shows that having money is not necessarily the key to happiness. Guatemala is one of the poorest countries but takes second place when it comes to positive emotions.

Latin America appears to be a very happy place. All of the top 10 countries with the highest happiness scores are in Latin America.

#### **Questions:**

- 1 Why was the International Day of Happiness founded?
- 2 What do we learn about the level of happiness worldwide?
- 3 What does the news report say about people in Guatemala?

## **iExplore 2: Viewing and speaking**

Sometimes, it seems like tests control your life. Almost every big decision seems to involve a test. “Will I be able to drive?” or “Will I be taking the bus?” “Will my scores get me into an Ivy League school?” or “Will I be heading to an ordinary school?” Today, we’re going to tell you about a test that will help you far more than great driving skills or good grades. It won’t change your life, but it will help you understand yourself and others better.

We’re going to look at the Myers-Briggs Type Indicator, a personality test that actually started as a way to get women into the labor market. Now it’s taken by 2.5 million American men, women and children each year. We’ll show you how this test can help you become more

aware of your personality features, and then teach you how to use this awareness to get more out of yourself at work and at school. Ready?

The Myers-Briggs test was first developed in the 1940s by Katharine Cook Briggs and her daughter Isabel Myers. After the end of World War Two, many American women entered the labor market for the first time. Myers saw a very specific need in the market for a personality test to help women figure out what sort of jobs they were suitable for. Thus, the Myers-Briggs Personality Test was born. Today’s exercise will give you an introduction into the different personality types. So you can start to think about which categories you fall into.

**Step 1:** Are you an extrovert or an introvert? This category deals with what stimulates people. Are you the kind of person that loves to be in busy social situations? Or do you get more satisfaction reading a book? Extroverts respond to their external environment, being in a large group of people for example, while introverts are stimulated internally – by reflection, thinking about ideas and analyzing an interesting train of thought.

**Step 2:** Do you sense or intuit? This category deals with how you gather information and learn. Some people rely mainly on the information at hand. They look for the facts, specific details, and data. They are mainly focused on details, and want to get to the bottom of things quickly. Others prefer to look for connections between ideas rather than finding out facts. They are more interested in the bigger picture than the details. These fall under the intuition category.

**Step 3:** Would you consider yourself more of a thinker or a feeler? How do you make decisions? Do you analyze all the data at hand comprehensively, write out a pros and cons list, think logically through a problem? Or do you go with your emotions?

**Step 4:** Are you perceiving or judging? An easy way to look at this one is to ask yourself “How do you respond to deadlines?” If you plan your work far in advance and manage to get everything

done on time, you're probably judging. On the other hand, if you see deadline as more of a suggestion than a hard and fast rule, and you're continuously changing your work up until the very last second, you're a perceiver.

So what did you come up with? ESFP? Or INTJ?

## Further listening

### News report 1

A note written by Albert Einstein which contains advice on happy living has sold for 1.56 million dollars.

Soon after he knew that he had won the Nobel Prize, Einstein took a trip to Japan. One day, a messenger came to his hotel room in Tokyo. It happened that Einstein did not have a tip available. So he gave the messenger two notes, saying they could become more valuable in the future. One of the notes was written on the official paper of the hotel. This is what Einstein wrote on the note: "A calm and modest life brings more happiness than the pursuit of success combined with constant restlessness."

The note was expected to sell for between \$5,000 and \$8,000. Instead, a bidding war lasted about 25 minutes, and ended in a sale of \$1.56 million.

#### Questions:

- 1 Where was Einstein's note on happy living written?
- 2 What was the messenger supposed to get from Einstein for his service?
- 3 What is the message in the note?
- 4 How much was Einstein's note finally sold for?

### News report 2

People always say time is money. It's also believed that money can't buy happiness. However, a team of researchers from Harvard Business School recently found that using money to buy time could bring people greater satisfaction and happiness than simply buying more stuff.

The researchers asked more than 6,000 people from

the US, Canada, Denmark, and the Netherlands to rate their overall satisfaction with life. They then asked them to estimate how much money they spend each month paying for daily tasks they do not enjoy. They found that buying services to free themselves from these tasks and get extra free time makes people happier.

The researchers conducted another smaller experiment. They gave several people 40 dollars to buy a little something for themselves. The same people got another 40 dollars that they were told to spend on something that would save them time. And again, buying time was more likely to make people feel happy and ease their anxiety.

"Even in a sample of 850 millionaires, less than half spent money buying themselves time," one researcher said. "It suggests that we do not always spend money in ways that promote happiness."

#### Questions:

- 1 What did the research team of Harvard Business School try to prove?
- 2 What is the sum of money each subject was given in the two experiments?
- 3 What does one researcher say about their finding?

## Conversation

**Emma:** How do people in your country express happiness?

**Jeff:** In Greece, we express happiness through food. When something good happens, we usually "make the table." For special occasions, and also for community celebrations, food is accompanied with music and traditional folk dancing. What about you?

**Emma:** We Egyptian women usually make a special sound by shaking our tongues to express our happiness. My mom used to do it when I was a kid as she wanted to entertain me.

**Jeff:** I also heard that people in Upper Egypt often express happiness by firing non-stop bullets to the sky. The more bullets they shoot, the happier they get. It's so dangerous!

**Emma:** Yes. Sometimes it causes terrible results.

**Jeff:** It's amazing that people in different countries express the same emotions in so many different ways.

**Emma:** Yes, and what's more interesting is that many of them are actually nonverbal.

**Jeff:** Exactly. Just think about the most common sight of happiness: a broad smile, a loud laugh, or a big hug – all nonverbal.

**Emma:** And I also read a news report yesterday, which says that new research suggests there may be a less obvious way to pick up on another person's happiness: smell.

**Jeff:** But how?

**Emma:** According to the researchers, happiness may generate chemicals that are released in sweat, and those around us can smell those sweat signals. The experiments also suggest that when we breathe in the happy emotions of others, we actually become happier ourselves.

**Jeff:** Wow, that's so interesting!

**Questions:**

- 1 According to the conversation, what do Greeks do when something good happens?
- 2 How do people in Upper Egypt express happiness?
- 3 Which is said to be a common nonverbal expression of happiness?
- 4 What does the new research say about happiness?

## Passage

Many people say that being happy and satisfied with life is their ultimate goal, but others stay away from such feelings. Various cultures react differently to feelings of well-being and satisfaction. In some cultures, the traditional belief is that happiness causes bad things to happen. So, if you grow up in a culture that does not value happiness, you may back away from such feelings.

In American culture, it is almost taken for granted that happiness is one of the most important values in life. Western cultures are more driven by a strong desire to increase happiness and reduce sadness. If you appear unhappy, it often causes concern.

In some cultures, in contrast, happiness is an emotion less valued. Their ideals of harmony often disagree with the pursuit of personal happiness. For example, East Asians are more likely than Westerners to think that it is not appropriate to express happiness in many social situations. Japanese, for instance, tend to enjoy positive emotions less than Americans.

In cultures that avoid happiness, people believe that extreme happiness leads to negative results that outweigh the benefits of positive feelings. Some people avoid happiness because they believe that being happy makes them a worse person and that others may see them as selfish, boring or shallow. Some people in non-Western cultures, such as Iran, even worry that some religious god might be angry about their happiness and make them suffer a number of serious results.

**Questions:**

- 1 What is valued more in Western than in East Asian cultures?
- 2 Compared with Americans, what are Japanese less likely to do?
- 3 Why do some cultures avoid extreme happiness?

## 提高篇 Book 2

### Unit 4 Business: Think out of the box

#### iExplore 1: Listening and speaking

##### Conversation

**Interviewer:** Hello, everybody. Welcome to *Business Today*. In the following interview, Professor Corfman talks about the importance of creativity in business. He also discusses how culture can encourage or limit creativity, and more. Now welcome Professor Corfman!

**Corfman:** Hello!

**Interviewer:** Hi! Let's get onto the topic. You say that creativity is the single most important leadership quality. What has pushed creativity to the very top?

**Corfman:** Well, it is because the rate of change in the world has been increasing. There are serious global problems that need more creative solutions, and the standards are getting higher. So there is a much more competitive environment and we need new ways to do things.

**Interviewer:** Some people believe that creativity is something that you are born with. I know you obviously believe that creativity can be taught.

**Corfman:** Yes, I think there is something you are born with that can make it easier for you to be creative. But when we are being creative, we are also using our thoughts, experiences, and imagination. There is no reason why we can't get better at it. There are tools that help you take advantage of your natural abilities in ways that will make you more creative.

**Interviewer:** What do you think is the role of cultural backgrounds in encouraging creativity?

**Corfman:** Failure can occur at many stages in the innovation process. You need to feel safe in order to be truly creative, and that requires a certain amount of open-mindedness, willingness to take risks and tolerance for failure. Culture has a great influence on that. For example, in some cultures, failure is celebrated, but not so much in cultures in Asia where it would be a barrier.

##### Passage

Big data and digital innovations might be able to deliver your product to people in a more intelligent and targeted way than ever before, but one thing remains more important than ever: quality of creativity.

In the past, advertisements could be made with an average creative idea, and with the right budget, they would be seen by everybody. However, today we are in the age of intense competition. People can choose not to receive sales-related messages if they wish. Now, only the best creative advertisement will succeed. It is much harder to hold an audience's attention now. But if they do like something, they will share it. This is very powerful.

People fall in love with brands in the same way they fall in love with people. They may attach feelings and emotions to a brand. If you want people to engage with you as a brand, rather than just as a product, the key is engaging them at an emotional level. That's why I focus on emotional responses, rather than data and trends.

There is no doubt that technology helps enhance brilliant content. It allows the public to engage more with a brand. They take your brand and play with it and give your content a new life by making it their own. When someone chooses your brand to propose to their girlfriend, this is what defines real success in my eyes.

##### Questions:

- 1 What does the speaker say about big data and digital innovations?
- 2 How did an advertisement reach the audience in the past?



- 3 What makes people engage with a brand?
- 4 According to the speaker, which of the following is an example that a brand is truly successful?

## News report 1

Many people cannot imagine life without coffee. For most Italians, coffee means espresso, a thick kind of coffee prepared in a special coffee machine.

So, when Italian spacewoman Samantha Cristoforetti headed for the International Space Station, people in her country worried how she would survive there for six months, drinking only instant coffee.

To help Cristoforetti and other espresso lovers in space, the Turin-based coffee maker Lavazza and the engineering firm Argotec, which makes space food, got together to produce a coffee machine that would work at zero gravity.

NASA was very interested in getting this machine and keeping it on the station for a long time, not just to make a few coffees. If it works, the machine will be kept on the International Space Station for everyone's use.

The first espresso machine was created in Turin in 1884. And today, another two Turin-based businesses developed a machine that will bring espresso even to space.

### Questions:

- 1 What kind of coffee was provided on the International Space Station?
- 2 What does the news report say about the spacewoman Samantha Cristoforetti?
- 3 What is the news report mainly about?

## News report 2

This summer, Coca-Cola is introducing an exciting change in its packaging. The new packaging tells its European customers when their Coke is perfectly cooled.

The company introduced labels printed with special ink. The labels change the Coca-Cola logo from classic white to blue and pink when the can or bottle temperature reaches 4°C.

A total of 290 million packs of Coca-Cola will be used in this new label promotion.

Meanwhile, a software company developed a scanning app that lets customers interact directly with the packaging. Customers can scan the labels with their phones to win prizes, with no need for a special app. This played an important role in the success of the promotion.

Temperature-sensitive ink isn't new. This technology has been around for 30 years, but up until now it was not available for mass application. Coca-Cola is the first company to launch the technology on a mass scale.

“Since the start of the project, we have received questions from colleagues around the world who are all looking to use the technology in their markets,” Coke's global packaging Research & Development team said. “We see a lot of potential for the packaging innovation in the future.”

### Questions:

- 1 How do customers know that the Coke is perfectly cooled?
- 2 What do customers need to do to interact with the packaging?
- 3 What is the technology behind Coca-Cola's innovative packaging?

## iExplore 2: Viewing and speaking

Almost everyone thinks China succeeds through the advantage of its low cost of labor, and its huge domestic market of over 1.3 billion demand has pushed “Made in China” to every corner of the world.

“Made in China” used to stand for “cheap and rough.” But nowadays, any of the Apple products or Nikes you buy from all over the world are very likely made in China. The quality and craft are good enough to compete globally. Another important reason behind the fast growth of Chinese corporations, but seems to be ignored by the world, is that creative industries are evolving quietly in China.

In September 2014, we interviewed a model management company in Shanghai. This was a large foreign company.

We asked a group of young people from all over the world what they thought about “creativity”: What “creative” meant in their eyes? Which do you think is the most creative place in the world?

Addie Gonzalez (USA): I think one of the most creative places in the world is where I’m from, actually, the United States.

Maxin (Germany): I would say it’s Germany.

Shokal Maryna (Ukraine): Italy. Italy has so many nice movies. And for example, *Malèna*, Monica Bellucci, and great brand like Prada.

Maxin (Germany): Because Germany is very famous for, for house music. And house music for example is developing very very fast. And I would say the best artist, the best creative people are coming from, from Germany.

Lisa Maria DuPont (Canada): From France, I can realize that the brand Louis Vuitton.

Maxin (Germany): Uh, film? I would say, probably *Lola Rennt*.

There is actually a very simple standard for people to judge whether a country is creative or not. It might be a movie or a product. In the past, China has been known to the world for the Great Wall and pandas. In the future, if we want to be remembered by the young people, it might be because of one movie or one product. This will be the creative style that represents China. China’s creative industries are evolving quietly, so this may be ignored still. But when we asked them about China’s unique element of creativity or corporations, they could still feel it.

Walking into Huawei’s Research and Development Center in Shanghai, you’ll be amazed how both of their hardware and software are just as good as other foreign research institutes’, and this is only one of the 16 R & D centers Huawei has all over the world.

Headquartered in Beijing, Xiaomi was founded in April 2010. It is a mobile Internet company specialized in smart devices. “Born for you, Burn for MI” is Xiaomi’s product concept. Xiaomi is the first company that started to use the Internet for developing mobile phone’s operating system and fans getting (getting fans) involved in development and improvement.

Tencent is the most successful Chinese Internet company.

Headquartered in Shenzhen, it was founded in November 1998, provides users with “one-stop online life services” as the goal. It provides Internet value-added services, online advertising, e-commerce and more.

Whether it is Huawei, Xiaomi or Tencent, we have seen that in the field of product innovation, China has already stepped onto the international stage.

An influential persona in the US venture capital industry, Michael Moritz’s comment predicted that the Chinese enterprises’ globalization will not stop here. They will attract more attention from the world. With its unique speed and rhythm, the Chinese market will continue to grow and expand in the next decades.

Many notice how fast China has developed recently, but the hard work, the learning and innovation has (have been) much less seen.

## Further listening

### News report 1

How many things can you list that glow in the dark? Stars, moon and glow worms would definitely top your list. But have you seen a doughnut that glows in the dark?

A Sydney-based bakery, Black Star Pastry, has come up with a glow-in-the-dark doughnut!

It all started when the owner of this store decided to create something impressive for Vivid Sydney of this year, which is one of the biggest light festivals in Sydney. He wanted a dish that people would easily associate with the light festival. His team took several months to perfect the dish which they eventually called “Glonut.”

It’s the special sugar on the doughnut that makes it glow. The sugar is made using Vitamin B which glows under UV light.

Black Star Pastry has been in business since 2008. And it claims that everything used to make its food is natural.

#### Questions:

- 1 For what occasion was the glow-in-the-dark doughnut invented?
- 2 What is the final name of the doughnut?

## News report 2

In a blog post on Sunday, Muji outlined a new policy that “encourages customers to participate in product design.”

The policy includes encouraging customers to contribute product ideas and suggestions for improvements to existing products of Muji. They may also ask Muji products that are no longer available to be back on the market once again.

Muji has long encouraged customers to submit product suggestions. It’s receiving more than 8,000 product ideas a month, from its Japanese customers alone.

Yet, the process used to consider customer suggestions remained closed until a few years ago. The management board decided whether or not to make a product available.

As more and more customers went to Muji’s website, Muji decided to try an idea with its online community. The idea is to enable customers to submit ideas, to vote on the best ideas, and then to commit to the final product. They do this by agreeing to buy it before the product is made available.

If enough customers commit to buying the final product (the least number of orders is 300), Muji will decide whether to produce it.

Muji uses the same “open” process to bring back a product that it no longer sells. If enough customers commit to buying the product, Muji may bring it back.

### Questions:

- 1 What does Muji’s blog encourage its customers to do?
- 2 Why does Muji decide to start this new idea?
- 3 When will Muji decide to bring back an old product?

## Conversation

**Alice:** You’ve been working at home for some time. How does it feel?

**Alan:** It started as a perfect idea. But after a few months I began to feel lonely, and I’m also easily distracted.

**Alice:** You could go to a nearby café to work.

**Alan:** Cafés are not made for working. Even when I go there, I’m still working by myself. Sometimes I really want to have face-to-face conversations and get some responses.

**Alice:** Then maybe you can sign up at a Hoffice near your home. I came to know about this through a friend.

**Alan:** Tell me about it!

**Alice:** Hoffice is a network which creates free work spaces for people like you. The work space is free because it is the home of some Hoffice members.

**Alan:** Do they have Wi-Fi?

**Alice:** Yes, plus printers and other things to help you finish your work.

**Alan:** This sounds like a gift!

**Alice:** This is indeed called a gift economy. Others give you their home as a gift, and you can give personal resources to the group, like ideas, introducing business contacts or new partnerships, if you have them.

**Alan:** This is a great idea!

**Alice:** They even have a structure for how the day could go. You start your day by telling others your goal of the day. After a 40-minute working session, you have a break. At the end of the day, you can speak out what you actually achieved.

**Alan:** This probably would make my work day more meaningful and productive. But I wonder whether I will be limited.

**Alice:** They won’t hold you to it if it is not your style. So relax!

**Alan:** I’m starting to think about trying this!

### Questions:

- 1 What seems to be the man’s problem?
- 2 What does Hoffice offer?
- 3 How can a guest pay back the kindness of a Hoffice member?
- 4 How do people usually start a day at Hoffice?

## Passage

A person can't just sit in front of a computer and expect to innovate. Innovation comes about in many ways and in response to many things, like real-world situations, problems, or conflicts. There is just no way to tell where the next new idea will come from.

TravelSolutions by Campbell is a company that offers solutions to travel and expenses. It was one of the first US companies to use an online booking system. That's because, CEO Bill Campbell says, the company had to change its business after the birth of the Internet.

"In the late 1980s, robotics technology was just being introduced; however, it was very expensive. We made the decision to invest more money in our business. We used robotics for automatic scanning to find lower price opportunities for trips by plane. Today, we combine it with a new invention called ChangeGuard to help customers to get even lower prices. It reduces the heavy fees that airlines charge customers if they change tickets."

Campbell says it saves the average customer about \$30,000 per \$1 million in air travel costs. As a result, it is quickly becoming one of the most successful travel agencies in the country.

"We have always been innovative and driven by customer ideas," Campbell says. "Our only chance of success is to do something different. We are launching many new inventions, such as a hotel group shopping application."

The lesson Campbell learned was that when new technology is likely to change or destroy an industry, companies have to accept that technology and use it for their own purposes.

### Questions:

- 1 What does the passage say about innovation?
- 2 When did the company start to have automatic scanning?
- 3 How does ChangeGuard help customers?
- 4 What lesson does Bill Campbell learn about new technology?