

1 Symbols of Culture

Leading In and Exploring the Topic

Leading In

When talking about the symbols of American culture, probably we will never leave out McDonald's and Disney. McDonald's is the world's leading fast food service retailer. Nowadays, it has more than 30,000 restaurants in over 100 countries serving millions of customers each day. That explains why the tearing down of the first McDonald's restaurant had caused such a big stir in the minds of many Americans.

And, according to most Americans, **Disney Mirrors American Culture**. There are so many products with the Disney brand: films, books, songs, TV shows and records. There are even Disney hotels and Disney stores. Americans may have mixed feelings about Disney, but even those who strongly oppose it are Disney customers themselves.

Exploring the Topic

it is different from a Chinese

one can learn something about

情调的) feeling

American culture

restaurant and gives an exotic (异国

Nowadays, not only McDonald's but also some other fast food restaurants are getting more and more popular. Why is it so? Let's do a survey.

Work in pairs and ask each other the following questions while checking (✓) the answers and providing your own in the blanks. Please notice that the questions are open-ended with no right or wrong answers. WHAT'S YOUR FAVORITE FAST FOOD RESTAURANT? My favorite is My partner's favorite is McDonald's McDonald's KFC KFC (Kentucky Fried Chicken) Pizza Hut Pizza Hut 2 WHY DO YOU THINK MANY CHINESE PEOPLE LIKE TO GO TO MCDONALD'S OR KFC? I think it's because My partner thinks it's because the food there is served fast and thus the food there is served fast and time is saved thus time is saved the food there is great the food there is great the food is clean the food is clean it is cheap it is cheap

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Section A Reading Through Text A The First McDonald's Restaurant

- Even though the first McDonald's restaurant sold only **hamburgers** and French **fries**, it still became a **cultural symbol**. Now, in the **Southern** California city of Downey, people are trying to save the first McDonald's restaurant in history. McDonald's, though, says the building should be torn down.
- Built in 1953, the restaurant in Downey, California, is the oldest of all the Golden **Arches** in America, and has the earliest McDonald's building design.
- Many people have good memories of that old McDonald's. These people are angry that the building is now in **danger** of being **destroyed**, along with their memories.
- 4 McDonald's explains that the building was **damaged** in an **earthquake**, and therefore needs to be torn down. Many people in the town of Downey don't agree with this line of thinking, though.
- 5 One woman says, "I think it's terrible. They are using the earthquake as an excuse. It's a big lie."
- Another Downey **resident** remarks, "I am so upset. They don't respect the **public** at all. They haven't even tried. They could do some small repairs and make it a good restaurant again."
- McDonald's managers say the restaurant is losing money at that **location**. There is no room for a **drive-thru** window, or for seating inside. After the earthquake, they say it was impossible to fix. The managers want to build a copy of this building at another location instead.
- Building **inspectors**, on the other hand, say that the **structure** can be repaired, but that it will be expensive. Many people say that McDonald's can certainly **afford** to pay that **amount**. Some think that McDonald's real reason for wanting to close down the restaurant has nothing to do with money.

- 9 Modern McDonald's restaurants often have a sign **claiming** that a man named Ray Kroc opened the first McDonald's restaurant in Illinois in 1955. The truth, however, is that Mr. Kroc **actually** learned the fast food business from Dick and Mac McDonald in Downey. Later, Mr. Kroc bought their restaurants. Thus, many people in Downey think McDonald's is trying to change history, though the company **denies** this.
- To **local historians**, this **explanation** makes total sense. One historian said, "We should not **rewrite** the past. Ray Kroc did not invent McDonald's. The McDonald brothers did."
- These days, a group of historians want the building to be added to the **National Register** of **Historic** Places so that the city of Downey will be able to stop

 McDonald's from tearing the building down. The McDonald's managers are very
 angry, and have **abandoned** the structure.
- Everyone hopes that the McDonald's managers and the people of Downey will soon find **peace**. The building is still there, but **boards** cover the windows. Even so, people drive by to remember their McDonald's, taking pictures of a **moment** in history before it gets taken away.

(Words: 468)

New Words

*hamburger /'hæmb3:gə/ n.

[C] 汉堡包

fry /frai/

n. (chips, BrE) (usually plural) (also French fries) 炸薯条

v. 炸;煎

[#]cultural /'kʌlt∫ərəl/ adj.

文化(上)的

symbol /ˈsɪmbəl/ n.

[C]象征;标志(物)

southern /'sʌðən/ adj.

南方的;属于南方的

 * arch /a:tʃ/ n.

[C] 圆拱; 拱形物

danger /'deɪndʒə/ n.

[U] 危险

destroy /dr'stroi/ vt.

毁坏;破坏

damage /'dæmɪdʒ/

vt. 损坏; 损害

n. [U] 损坏; 损害

earthquake /ˈɜːθkweɪk/ n.

[C] 地震

*resident /'rezident/

n. [C] 居民; 定居者

adj. 居住(在某地)的

public /'pʌblɪk/

n. (the ~) 公众; 大众; 民众

adj. 1. 公共的;公用的

2. 公众事务的

location /ləuˈkeɪʃən/ n.

[C] 位置; 场所

"drive-thru /'draɪv₁θru:/

n. [C] 免下车餐馆; 免下车银行

inspector /m'spektə/ n.

[C] 检查员; 督察员

structure / straktsə/ n.

1. [C] 建筑物; 结构体

2. [C; U] 结构;构造

afford /ə'fɔ:d/ vt.

买得起;担负得起

amount /a maunt /a.

[C: U] 数额: 数量; 总数

claim /kleim/ v.

1. 声称; 断言; 宣称

2. 认领;要求;索取(应得的权利或 财物)

actually /'æktʃuəli/ adv.

实际上

deny /dr'nar/ vt.

否认;不承认

local /'ləukəl/ adj.

当地的;地方性的

*historian /hɪˈstɔːriən/ n.

[C] 历史学家

explanation /₁eksplə¹neɪ $\int \partial$ n/ n.

[C; U] 解释; 说明

*rewrite /₁ri:'raɪt/ vt.

重写: 修改

national /'næʃənəl/ adj.

1. 国家的;民族的;国内的

2. 国有的;国立的;国营的

register /'red3Istə/

n. [C] 名册;登记簿;记录册

v. 登记;注册

*historic /hɪˈstɒrɪk/ adj.

有重大历史意义的; 历史性的

*abandon /əˈbændən/

vt. 放弃; 中止

peace /pi:s/ n.

1. [singular; U] 和平; 和平共处

2. [U] 平静;安宁

board /boid/

n. 1. [C] 长而薄的木板

2. [C] 委员会; 董事会

vt. 登上(船或其他公共交通工具)

moment /'məʊmənt/ n. [C] 片刻;瞬间

无标记的代表 B 级词汇

★ 代表 A 级词汇

#代表超纲词汇

Phrases and Expressions

tear down 推倒(尤指建筑物); 拆毁

in danger of 处于……危险之中

agree with 同意; 意见一致

line of thinking 思路;想法

 can afford to do
 花得起;有能力去做(某事): 承担得起

close down (使)停业

have nothing to do with 与……毫无关系

make sense 有道理

stop... from doing... 阻止……做某事

even so 尽管如此

take away 带走;拿走;拆毁(旧物)

Proper Names

McDonald's 麦当劳 (美国一快餐连锁店)

California 加利福尼亚州(美国西海岸一州名)

Downey 唐尼(加州南部一城市名)

Golden Arches 双拱形金色标志(麦当劳标志)

Ray Kroc 雷・克罗克(麦当劳连锁店创始 人)

Illinois 伊利诺伊州(美国州名)

Dick McDonald 迪克・麦当劳(麦当劳的 创始人之一)

Mac McDonald 麦克・麦当劳(麦当劳的 创始人之一)

National Register of Historic Places 国家 历史文物保护单位名册 (美国)

生词总量	B级词汇	A级词汇	超纲词汇	课文词数	占课文的比率
32	23	4	5	468	6.84%



Reading Out

Fill in the blanks without referring to the original text. Then check your answers against the original. After that, read the passage aloud until you can say it from memory.

	Everyone hopes that the McDonald's managers and the people of Downey will
so	on find 1) The building is still there, 2) boards cover the
W	indows. 3), people drive 4) to remember their McDonald's.
5)	pictures of a moment 6) history before it gets taken away.
A	
	Getting the Message
R	ead the questions and complete the answers according to the text.
	Where and when was the first McDonald's built?
	It was built inin
2	Why does McDonald's want to tear down the restaurant?
	Because
3	Why do some people want to save the first McDonald's?
	Because
4	According to the local historians, what is McDonald's real purpose to tear down the
	restaurant?
	They believe that McDonald's real purpose is to
5	What is the author's purpose of writing this article?
	His purpose is to

Using the Right Word

Fill in the blanks with the words given below, changing the form if necessary. Fill in each blank with one word only.

damage	deny	public	inspect	actually
location	structure	claim	register	amount

 2 It 3 W 4 Si 5 Pe se 6 He 7 Th 8 Th 	her bees about the of flowers. was said that Nancy was going to marry a rich Englishman, but she it. Ye need a huge of money to build a new high school for the children in its area. Ince you broke the window, you should pay for the People who fish and sail sometimes to have seen strange animals in the a. Ye looks young, but he is much the elder of the two. The guard walked through the train everyone's ticket. Ye ne new smart could be very expensive to build. However, they would be
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5 Per se6 Her7 Th8 Th	cople who fish and sail sometimes to have seen strange animals in the a. e looks young, but he is much the elder of the two. ne guard walked through the train everyone's ticket.
se 6 He 7 Th 8 Th	a. e looks young, but he is much the elder of the two. ne guard walked through the train everyone's ticket.
7 Th 8 Th	ne guard walked through the train everyone's ticket.
8 Th	
	ne new smart could be very expensive to build. However, they would be
les	
	ss likely to be damaged during earthquakes.
Ø v	Working with Expressions
	With Expressions
Fill	in each of the blanks in the following sentences with a suitable
prep	osition or adverb.
1 Pe	cople who smoke heavily are danger of developing lung (肺) disease.
	ne matter has nothing to do him; he was just doing his job.
3 If	vou are interested in this fine timiking, please read this book
	you are interested in this line thinking, please read this book r more details.
fo	r more details.
for 4 W	r more details. Te should try our best to stop young people smoking.
for 4 W 5 Th	r more details.
for 4 W 5 Th	r more details. The should try our best to stop young people smoking. The factory closed and she lost her job.
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fo 4 W 5 Th 6 Th 7 I c m 8 Th	r more details. de should try our best to stop young people smoking. the factory closed and she lost her job. the see books are for reading in the library, and may not be taken definitely agree you that young girls shouldn't wear that the such make-up (化妆品).



Focusing on Sentence Structure

A Rewrite the following sentences after the models, using the structure "there is (no) room for...."

Model 1:

There is not enough space for a drive-thru window, or for seating inside.

→ There is no room for a drive-thru window, or for seating inside.

Model 2:

Improvement can still be made in our work.

- → There is still room for improvement in our work.
- 1 There is not enough space for four people on the back seat of the car.
- 2 This restaurant can hold 50 people.
- 3 This is an order: You have no right to argue.

B Rewrite the following sentences after the models, using the expression "even so."

Model 1:

The building is still there, but boards cover the windows. In spite of this, people drive by to remember their McDonald's.

→ The building is still there, but boards cover the windows. Even so, people drive by to remember their McDonald's.

Model 2:

In spite of the fact that I didn't have lunch today, I'm not hungry.

- → I didn't have lunch today, but even so I'm not hungry.
- 1 He raised the radio close to his ear. In spite of that, he could not hear anything at all.

- 2 The team was defeated again yesterday. In spite of that, there is still hope to win in the final round.
- **3** The man had not received any formal education. In spite of that, he became a famous writer.

Translating

A Translate the following into English.

- 1 房子着火了,里面的人面临着死亡的危险。(in danger of)
- 2 他买不起这么好的房子。(can afford to do)
- 3 这个主意听起来也许有些怪,不过还真有点道理。(make sense)
- 4 约翰看起来是个好人。即便如此,我还是不信任他。(even so)

B Translate the following into Chinese.

- 1 Even though the first McDonald's restaurant sold only hamburgers and French fries, it still became a cultural symbol.
- 2 These people are angry that the building is now in danger of being destroyed, along with their memories.
- 3 They are using the earthquake as an excuse.
- 4 Some think that McDonald's real reason for wanting to close down the restaurant has nothing to do with money.

Using Topic-related Terms



All of the following underlined words and expressions are related to the story of the first McDonald's. Read them closely and then use them to complete the passage that follows. Make changes if necessary.

• Even though the first McDonald's restaurant sold only hamburgers and French fries, it still became <u>a cultural symbol</u>.

- McDonald's explains that the building was <u>damaged</u> in an earthquake, and therefore needs to be torn down.
- We should not <u>rewrite</u> the past.
- Many people in Downey think McDonald's is trying to change history, though the company denies this.
- Everyone hopes that the McDonald's managers and the people of Downey will soon find peace.

The first McDonald	d's is in danger of being	1),	as McDonald's
says the restaurant wa	us 2)	in an earthquake and	is also losing
money. Many people in	Downey, however, think	that it should be saved	as 3)
Some even	believe that McDonald	's is trying to 4)	
the history that Ray K	roc was not the first ow	ner of McDonald's. Bu	ut McDonald's
5) ti	his. People hope that they	(can 6)	soon.



Basic Writing Skills

Subject-Verb Agreement (2)

英语写作中主语和谓语动词的一致性主要遵循下列规则:

- 1 非谓语动词形式作主语时,谓语动词要使用第三人称单数形式。例如: Giving them up isn't a good idea as they are useful to have around.
- 2 定语从句中的谓语动词要和关系代词所指代的先行词的单复数保持一致。例如: In China, Yashuang and her future husband are one of **thousands of couples that have** chosen May 18th for their wedding day.

- 3 在倒装句式中,前置的谓语动词应与后面的主语保持一致。例如:
 - While it is important to read things with an open mind, here are some of the article's findings.
 - 2) Here is a brief history of Christmas and some of the traditions connected with it.
- 4 由what引导的名词性从句作主语时,谓语动词的单复数形式取决于谓语动词后表语的形式或从句的内容。例如:
 - 1) What the nonverbal gestures put across very often, and very efficiently, is the emotional side of the message.
 - 2) What we need are well-trained teachers.

Complete each sentence below by underlining the correct word in brackets, paying attention to the subject-verb agreement.

Model:

What he'd like (is, are) a watch.

- \rightarrow What he'd like (<u>is</u>, are) a watch.
- 1 Sometimes what appear to be problems (is, are) easily solved.
- 2 Joan is one of those people who (go, goes) out of their way to be helpful.
- 3 He is the only one of those boys who (is, are) willing to help others.
- 4 Attending on-campus concerts (is, are) part of the pleasure of college life.
- 5 To translate this into English (need, needs) hard work.
- 6 Living on that island for three months (was, were) an unforgettable experience for me.
- 7 Parking along the road (was, were) six heavy trucks.
- **8** He is not the only football fan in his family, so (is, are) his brother, sister, and his uncle.



- 1 Last fall, the Walt Disney Company did something rare: It admitted defeat in its fight to build a history theme park in Virginia. The park was going to be called "Disney's America."
- 2 Some people might be wondering, however, if Disney lost the **battle** but won the war, as it seems everyone is living in Disney's America these days.
- With its **purchase** of **Capital** Cities/ABC Inc. last month, the company founded by Walter Elias Disney in 1923 **deepened** its claim on American culture. In fact, it would be hard to find another company so widely respected—even loved—by Americans.
- Americans **rush** out to see Disney films, and then **replay** them—on **videotapes**; they read Disney books to their children; they watch Disney shows on Disney TV; they make trips to Disneyland and Disney World, where they stay in Disney hotels and eat Disney food; Americans buy Disney products at Disney stores, and listen to Disney records of Disney songs.
- 5 The world of Disney is becoming anything but small.
- All this makes some people more than a little upset. Harold Bloom, a professor at Yale University, provides an examination of the cultural history of Western society.
- 7 "At the end of this road lies cultural **uniformity** of the worst kind. It's just terrible."

- 8 This is becoming a popular opinion in universities around the world.
- 9 "Disney products," said Paul Fussell, a professor of English at the University of Pennsylvania, "have always seemed to me seriously **sub-adult**."
- Those who **oppose** Disney (and there are many) see its films and **by-products** as **sexist**, **racist** and as simpler, cheered-up accounts of American history and **folklore**.
- "There's a kind of **protection** at work here," said Henry Giroux, a professor at Penn State University. Like all those opposed to Disney, he can list, in **detail**, Disney's many **crimes** against culture: He is very angry, for example, about the **treatment** of American **Indians** in *Pocahontas*.
- "I mean, the entire history of what happened to the Indians, which some people would call the **murder** of their people, is sort of played out as a love story," he said angrily.
- Giroux said he believes that Disney has become a **basic educator** of America's children, most of whom will be able to perform every word of *The Lion King* long before they even learn US President Abraham Lincoln's historic Gettysburg Address.
- 14 However, even the most strongly opposed are quick to note that Disney has many **positive values**—cheerfulness, good-hearted fun, and a tradition of **artistic** quality—that help explain its success. **Critical** or not, most of those who oppose the company are Disney customers themselves.

(Words: 437)

New Words

/erim'/ norrim

vt. 反映

n. [C] 镜子

rare /reə/ adj.

稀少的; 罕见的

admit /əd'mɪt/ v.

1. 承认; 供认

2. 准许……进入(或加入)

defeat /drlfi:t/

n. 1. [C; U] 失败; 挫败

2. [U] 战胜; 击败

vt. 战胜; 使失败

*theme / θ i:m/ n.

[C](文章等的)主题;(谈话等的)话题

battle /'bætl/ n.

[C] 战斗; 战役

purchase /'pa:tsis/

n. [C; U] 购买;新购买的物品

vt. 购买

capital /'kæpɪtl/ n.

1. [C] 首都; 省会

2. [singular; U] 资本;资金

#deepen /'di:pən/ v.

加深; 深化

rush /rns/

v. (使)急速行进;(使)突然猛冲

n. [C] 冲; 急速行进

replay /_iri:ⁱplei/ v.

重放(录音、录像等)

*videotape / vidiouteip/ n.

[C; U] 录像带; 录影带

[0, 0] (10)

"uniformity /ju:nɪ'fɔ:mɪti/ n.

[U] 相同性; 统一性

#sub-adult /ˌsʌbəˈdʌlt/ *adj*. 未成年的 oppose /əˈpəuz/ vt.

1. 反对

2. 反抗;对立

[#]by-product / bai₁prod∧kt/ n.

[C] 副产品

*sexist /'seksist/

adj. 性别歧视的

n. [C]性别歧视者

*racist /'reisist/

adj. 种族主义的

n. [C] 种族主义者

*folklore /'fəukla:/ n.

[U] 民间传说;民俗

[#]protection /prə¹tek∫ən/ *n*.

[U]保护; 受保护

detail /'di:teil/ n.

[C]细节;详情

crime /kraim/ n.

[C: U] 罪行; 犯罪

*treatment /'tri:tmənt/ n.

[C; U](针对某一主题的)讨论;论述

*Indian /'Indian/ n.

[C]印第安人

murder /'ms:də/

n. [C; U] 谋杀(罪)

vt. 谋杀

basic /'beisik/ adj.

基本的;基础的;根本的

educator /'edju₁keɪtə/ n.

1. [C] 教育工作者; 教师

2. 教育家 (=educationist)

lion /ˈlaɪən/ n.

[C] 狮子

king $/ki\eta/n$.

1. [C](同类人或动物中的)最重要者; (竞争者中的)大王

2. [C] 国王; 君主

positive /'pozitiv/ adj.

1. 积极的; 乐观的

2.(人)确信的;有把握的

value /'vælju:/ n.

1. [C; U] 价值

2. [singular; U] 用处; 益处

#artistic /q:'tɪstɪk/ adj.

美术的; 艺术的

critical /'krıtıkəl/ adj.

1. 批评的;评判的

2. 紧要的; 关键性的

Phrases and Expressions

rush out 赶紧出去

make a trip/trips to 旅行; 旅游

anything but 根本不;一点也不

more than a little 非常;极其

of the worst kind 最糟糕的

at work 在起作用

be opposed to 反对;不同意

in detail 详细地

sort of (非正式)在一定程度上;有一点

play out 演戏; 演出

long before 早在……以前

be quick to do (something) 很快做(某事)

Proper Names

Disney 迪斯尼

Walt Disney Company 沃尔特・迪斯尼 公司

Disney's America 迪斯尼美国公园

Capital Cities/ABC Inc. 美国广播公司大都会电视台网

Walter Elias Disney 沃尔特·伊莱亚斯·迪斯尼(美国动画片制作家及制片人)

Disney TV 迪斯尼电视频道

Disneyland 迪斯尼乐园(在美国洛杉矶市 附近)

Disney World 迪斯尼世界(在美国佛罗里 达州)

Harold Bloom 哈罗德·布卢姆(人名)

Yale University 耶鲁大学

Paul Fussell 保罗・富塞尔(人名)

University of Pennsylvania 宾州大学

Henry Giroux 亨利・吉鲁(人名)

Penn State University 宾州州立大学

Pocahontas 《风中奇缘》(迪斯尼动画片)

American Indian 美洲印第安人(指美洲

土著人)

第16届总统)

The Lion King 《狮子王》(迪斯尼动画片) Abraham Lincoln 亚伯拉罕・林肯(美国

生词总量	B级词汇	A级词汇	超纲词汇	课文词数	占课文的比率
32	19	2	11	437	7.32%



Getting the Message

Choose the best answer from the four choices marked A, B, C, and D according to the text.

- 1 What rare thing did the Walt Disney Company do last autumn?
 - A. It planned to build a history theme park in Virginia.
 - B. It admitted that their plan to build another park failed.
 - C. It bought a big company.
 - D. It claimed to be the mirror of American culture.
- 2 People are influenced by Disney in many ways. Which of the following is NOT mentioned in the text?
 - A. People eat Disney food.
 - B. People love to see Disney films.
 - C. People listen to Disney songs on Radio Disney.
 - D. People visit Disneyland and Disney World.
- **3** According to Professor Bloom, what will happen if people continue to be influenced by Disney in such a way?
 - A. Children can learn a lot before they go to school.
 - B. People will have many different forms of entertainment.
 - C. People will find themselves in the same culture all over—Disney's culture.
 - D. People will become sexists or racists.
- 4 According to the text, what is wrong with Disney films?
 - A. Some films are love stories and not good for children.
 - B. Some films are not good in quality.
 - C. Some films are too cheerful to be true.
 - D. Some films are not true to the history.
- 5 What is the main idea of the text?
 - A. Walt Disney Company is a successful company.
 - B. Disney is the symbol of American culture, though some people don't like it.
 - C. Disney is not good because it gives false accounts in its films.
 - D. Disney is good because it brings people fun.

Using the Right Word

Fill in the blanks with the words given below, changing the form if necessary. Fill in each blank with one word only.

	critical	defeat	uniform	oppose	admit			
	value	treat	replay	purchase	murder			
				1				
1								
	biggest one.							
2	Don't be about him; he is a beginner.							
3	Their basketball team had bad luck yesterday: It was their third in four							
	matches.							
4	It is human na	ature to be	to change be	ecause it requires	us to cross over			
	into the unkno	own.						
5	His works mirrored such positive as cheerfulness and kindness.							
6	Highlights of	the race were	on the new	S.				
7	The teacher w	as very popular a	mong the students	s because he	them as his			
	own children.							
8	When I asked	the students if th	ey'd like to have	the lesson near th	ne lake, I got a(n)			
	answer: "Yes!"							

Working with Expressions

Fill in each of the blanks in the following sentences with a suitable preposition or adverb.

1	The sick child fell into sleep soon after he took the medicine—		
	obviously the medicine was work.	94	
2	The story about the country teacher and her 18 students was		
	played and soon the film became very popular.		
3	He has made several business trips New York so far.		
4	The firefighters rushed of the building just before it		
	burnt down.		
5	More and more trees are being cut down, and it's time for		
	us to stop this crime nature.		

- 6 Tom's uncle suddenly came back from the US and made a claim ______ the house Tom is now living in.
 7 Mr. Thomson is strongly opposed the idea of building a power station
- 7 Mr. Thomson is strongly opposed _____ the idea of building a power station near the town.
- **8** I have heard that you are going to build a new school. Could you tell me the plan detail?

Section C Practical Writing

Understanding and Writing Invitation Letters

Read and understand the following sample invitation letters.

Sample 1

The Chairman of
Far East Shipping Group
requests
the honor of your presence
at the opening ceremony
on Monday morning, the fifth of March
from nine to eleven o'clock
2851 Pudong Avenue
Shanghai

Sample 2

Dear Sirs,
This is to advise that we are going to hold an Export
Commodities Fair in Shanghai from May 1 to May 15,
2013. A great variety of samples, newly designed by our
manufacturers, will be on exhibition. We take pleasure in
inviting you to come to the Fair. Please fax the date of your
arrival, enabling us to make the necessary preparations.
Yours faithfully,
Chen Ming

Notes on the samples

邀请信在各种社交活动中应用广泛。一般分为两种:一种为正式请柬 (invitation card),一种是书信形式的邀请信。

请柬通常有一定的格式:

首先是主人的姓名(要用全称)或头衔;

第二部分是 request(s) the pleasure/honor of, 相当于汉语中的"恭请";

第三部分是客人的姓名(要用全称)(加's)或用Your(泛指);

第四部分是 company/presence at..., 相当于汉语中的"光临……";

第五是日期:

第六是钟点:

第七是地点。

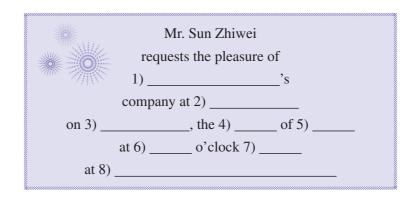
如果要求复信,请柬下方要用 R.S.V.P. 或rsvp(原为法语,意为:请赐复)。 右下方是主人的电话号码。请柬全文用第三人称。如果主人和客人的姓名都写 在请柬的正文里,称呼和结束语就可以省去。否则,需在结尾加上结束语。

邀请信形式不如请柬正规,但书写时一定要注意:邀请信一定要将邀请的时间(年、月、日、钟点)、地点和场合写清楚。

A Complete the following invitation card by filling in the blanks according to the information given below in Chinese.

谨定于1月18日(星期五)晚7时在建国西路120号402室举行晚宴。 恭请张华先生和夫人光临。

孙志伟



B Complete the following invitation letter by putting the Chinese in brackets into English.

August 28, 2013
Dear Sir/Madam,
1)(我们高兴地邀请您
出席) the Autumn 2013 Clothing Fair, to be held here in Hangzhou
at West Lake Building 2) (从 2013 年 10 月
12日到15日).
A great variety of 3)
(新设计的样品) will 4) (展出). You
will have a chance to examine a wide range of our export commodi-
ties and to conduct on-the-spot negotiation with our manufacturers.
If you accept this invitation, 5)
(请告知到达日期), so that we can make necessary arrangements.
Yours faithfully,
Wang Jie
General Manager

Complete the following invitation card by filling in the blanks according to the information given below in Chinese.

为了庆祝中国出口商品交易会开幕,中国家具进出口公司定于2013年9月9日晚上7:00—8:00 在白云宾馆(White Cloud Hotel)举行招待会。邀请有关人士参加。

On the opening of the Chinese Export Commodities Fair Ch	ina Furniture
Import & Export Corporation	
requests 1)	
at 2)	
on 3)	
from 4)	