

# 前言

“国才考试”，即“国际人才英语考试”（English Test for International Communication, ETIC®），是北京外国语大学中国外语测评中心研发的英语沟通能力认证考试体系，包括初级、中级、高级、高端和高翻五个类别。本书是为帮助参加国际人才英语考试（中级）（简称“国才中级”）的考生复习、备考而编写的辅导书。

作为“国才中级”备考辅导书，本书主要涵盖与考试联系最紧密、考生最关心的内容。具体如下：

第一章对“国才中级”的考试目的、考试内容与要求、成绩汇报与证书颁发等做了详细的介绍。

第二章重点解析“国才中级”的考试样题，对样题的每种题型都做了详尽的梳理和分析，并针对每种题型给出了应试技巧和答题策略。

第三章是专门为考生编写的“备考知识”，介绍了口头沟通和书面沟通各个题型所涉及的基础知识和最常见的语言现象，有助于考生把握考试的要点、重点和难点，从而提高应试能力。

第四章提供了三套模拟试题，供考生检测备考情况。编写本章的时候，为了准确地把握命题规律，笔者做了大量的研究工作，对命题思路、考查方法和原则进行了深入的探讨，对所选材料和话题进行了精心筛选和考证。此外，该部分还提供了参考答案，以便考生更好地备考和自我检测。

本书针对性强，解析专业、详尽。编者团队中既有长期从事测试的资深专家，也有曾经参加“国才考试”的青年教师。因此，笔者相信，本书在广大考生复习备考时一定能够助大家一臂之力。

编者

2017年9月

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## 第一章

# 考试说明

### 一、考试目的

国际人才英语考试（中级），简称“国才中级”，用于评价、认定高校学生及社会人士在一般国际交流与工作场合运用英语开展工作的能力。

### 二、考试内容与要求

“国才中级”由口头沟通和书面沟通两部分组成。每部分包括四项任务。考试采用计算机辅助形式。考试时间约110分钟。

#### （一）口头沟通

本部分由解说数据、回复留言、报告信息和专题发言四项任务组成。考试时间约23分钟。

“国才中级”口头沟通考试内容与时间

考试内容		题目数量	考试时间
任务一	解说数据	5题	23分钟
任务二	回复留言	1题	
任务三	报告信息	1题	
任务四	专题发言	1题	

#### 任务一 解说数据

考生阅读一份商务图表，根据图表所示数据信息，口头回答提问。本任务考查考生理解并转述数据信息的能力。

#### 任务二 回复留言

考生听一段150词左右的语音留言，准备60秒后，根据要求在60秒内回复留言。本任务考查考生理解并回应他人口头信息的能力。

任务三 报告信息	考生听一段200词左右的发言，借助笔记准备90秒后，用90秒口头总结发言的主要内容。本任务考查考生根据既定情境，以特定身份向指定对象口头总结主要信息的能力。
任务四 专题发言	考生就日常工作类话题及要点准备90秒后，用60秒进行发言。本任务考查考生根据既定情境，以特定身份向指定对象口头传递信息、说明情况、说服他人的能力。

(二) 书面沟通

本部分由会议纪要、研判材料、撰写提要 and 撰写邮件四项任务组成。考试时间约87分钟。

“国才中级”书面沟通考试内容与时间

考试内容		题目数量	考试时间
任务一	会议纪要	10题	87分钟
任务二	研判材料	10题	
任务三	撰写提要	1题	
任务四	撰写邮件	1题	

任务一 会议纪要	考生听两段共300词左右的会议发言片段，补全纪要。本任务考查考生理解并呈现关键信息的能力。
任务二 研判材料	考生阅读一篇500词左右的论证性材料，为段落选择正确的标题，之后选取正确信息回答问题。本任务考查考生归纳段落大意，分析作者观点、论据和论证过程的能力。
任务三 撰写提要	考生阅读一篇500词左右的说明性材料，撰写一份150词左右的内容提要。本任务考查考生根据既定情境，以特定身份向指定对象书面概括主要信息的能力。
任务四 撰写邮件	考生阅读一封80词左右的邮件，根据要求回复邮件，词数在150左右。本任务考查考生根据既定情境，以特定身份向指定对象传递信息、说明情况的能力。

### 三、成绩汇报与证书颁发

“国才中级”的成绩报告单包括考试成绩和成绩等级。考试成绩以“国才考试”量表分汇报。成绩等级分为优秀、良好、合格和不合格。等级与成绩（量表分）对应关系如下：

等级	优秀	良好	合格	不合格
成绩	230分—260分	200分—229分	180分—199分	180分以下

考生成绩达到合格及以上等级，方可获得证书。





## 第二章

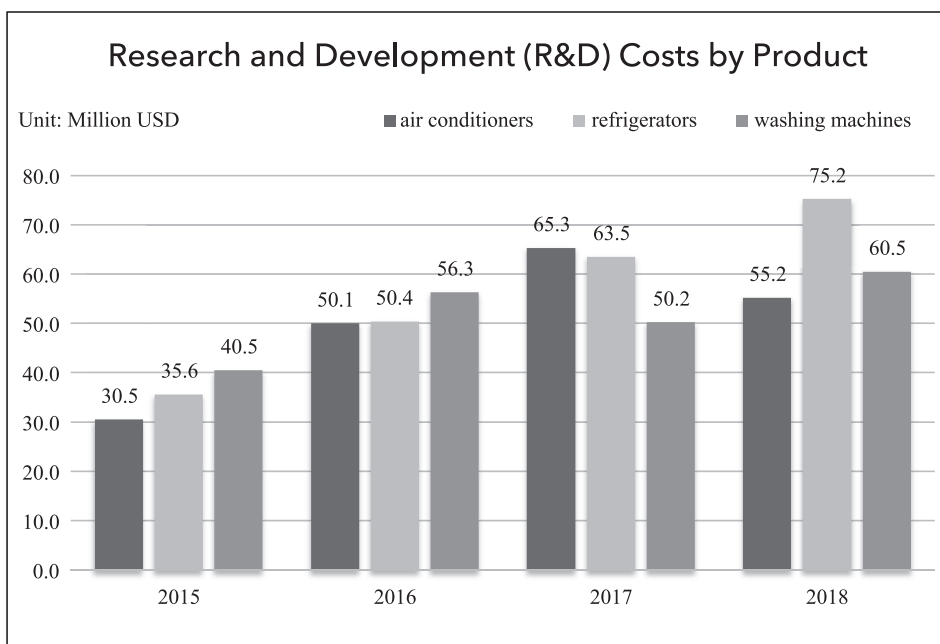
# 样题解析

### 第一节

## 口头沟通

#### Task 1

You are going to read a bar chart about the Research and Development (R&D) costs for three products made by a home appliances company. After that, you will be asked five questions. You should give brief answers. You will have **90** seconds to read the chart and you must answer each question within **15** seconds after you hear a tone.



## Scripts

Now please answer the questions.

- Q1.** How much was spent on the R&D of washing machines in 2018?
- Q2.** Which year saw a decrease in costs for the R&D of air conditioners?
- Q3.** Which year saw the highest costs for the R&D of refrigerators?
- Q4.** Which product saw an increase in the R&D costs every year?
- Q5.** In which year did the R&D costs of every product first exceed 50 million dollars?

### 问题分析

**Q1.** How much was spent on the R&D of washing machines in 2018?

**Key:** 60.5 million dollars.

分析：在图表中找到代表2018年洗衣机研发的花费色块，对照纵轴数值即可回答。回答时要注意加上计量单位（百万美元）。

**Q2.** Which year saw a decrease in costs for the R&D of air conditioners?

**Key:** 2018.

分析：在图表中找到代表空调研发费用的色块，将其与每一年中该项费用的数值进行对比，即可做出判断。

**Q3.** Which year saw the highest costs for the R&D of refrigerators?

**Key:** 2018.

分析：在图表中找到代表冰箱研发费用的色块，对比2015年到2018年该项费用的增跌幅度，据此可得到答案。

**Q4.** Which product saw an increase in the R&D costs every year?

**Key:** Refrigerators.

分析：查看代表不同产品的色块，对比它们从2015年到2018年的增跌情况，可得知冰箱研发费用处于一直增长的状态。

**Q5.** In which year did the R&D costs of every product first exceed 50 million dollars?

**Key:** 2016.

分析：在图表纵向数据中找出USD50 million这个数据，以此可判断出首次每种产品超出这个数据的年份。

分析总结：本任务旨在考查考生理解并转述数据信息的能力。考生在回答本项任务时，需要注意以下几个方面。首先，仔细阅读图表，掌握关键信息，包括标题、纵轴和横轴所代表的内容、图表的变化趋势（递增、递减、骤增、骤减等）。其次，要有意识地关注图表中的极点信息，即最高增长点、下降最低点等，并认真审题，注意题目是需要做横向多年份数据对比，还是要做单一年份的多项信息对比。最后，将题目与图表对应，可以简答，也可以用完整句子作答。

## Task 2

You are Chris Liu, an assistant project manager. You are going to reply to a voice message about a business opportunity from a business partner, Andy Smith. You will listen to the voice message **TWICE** and you may take notes while listening. After that, you will have **60** seconds to prepare and **60** seconds to give your reply.

In your reply message you should:

- show your excitement about Andy's idea;
- propose a solution to his concern;
- answer his question.

## Scripts

Hi, Chris! It's Andy.

I've got great news. We might get funding for our New Hope School project from the International Development Partnership, or IDP. I've searched IDP's official website and found a few program funding opportunities open for application. Our project should have a good chance of getting this funding, and I think we should work together for it, so the New Hope School can open on schedule. But, there's a problem. The deadline for applications is June 1st, which leaves us only two weeks to prepare. The application form requires a lot of information, some of which you'll provide. I think this is our best shot at the moment, and we've got to meet soon. When and where can we meet up? I'll be in meetings for the rest of the day. Send me a voice message. I'll get back to you asap.

参考答案:

Hi, Andy! It's Chris. I'm so excited to hear we may get financial support from the IDP for our New Hope School project. It's really a great news for us. We can't miss the good opportunity! I'll definitely work together with you to complete the funding application. To be more efficient, can we work on the application at the same time? I mean both of us can apply for different programs when they are open. I'll visit the website you mentioned and find out the required information I need to provide, and then I'll send it to you soon so you can fill out the application forms. Can we meet at the lunchtime in our dining hall at 12 today? We can have a talk during the lunch. So please let me know what you think of it. I expect to see you then.

分析总结: 本任务考查考生理解主旨大意并回应他人口头信息的能力。在做此类题目时, 考生须理解语音留言者的主要意图和需要回复的每个问题, 并记录下涉及这些问题的关键词句。可以在关键词句可能出现的地方, 如段首、段尾和转折等处格外留意。基于对上述语音留言的理解和关键词的提示, 连贯、清楚地回答题目要求的每个问题。

### Task 3

You are Rachael Li, an assistant manager at U-clothes. Your company is planning to introduce robots to enhance production. You are going to hear a talk about using robots to make clothes, and then report the main points of the talk to your manager, Carl Webster, to help him understand the talk's main ideas. Remember that your manager has not heard the talk. You may take notes with the help of the following outline.

You will hear the talk **ONCE** only. After the talk, you will have **90** seconds to prepare and **90** seconds to speak.



## A Revolution in Garment Manufacturing

The automated production line

1 \_\_\_\_\_

2 \_\_\_\_\_

The benefits of using Tailorbot in America

1 \_\_\_\_\_

2 \_\_\_\_\_

3 \_\_\_\_\_

### Scripts

Good evening, ladies and gentlemen. My name is Allan Zhang and I work for Silk Wear Automation in Hangzhou, China. This evening I would like to talk to you about our latest research in computer-assisted design and manufacture of clothes.

My talk is in two parts: first, the revolution in garment manufacturing, that is, the use of Tailorbot in making clothes, and second, the benefits of using Tailorbot in America.

First of all, the name of the system, “Tailorbot”. Perhaps an unfamiliar name, Tailorbot, is a combination of two words—“tailor” and “robot”. Last year, a Chinese garment manufacturer built a factory in Little Rock, Arkansas and started making T-shirts for some world-leading sports brands. They have 21 robotic production lines with only three to five workers on each line. This means a decrease of 50-70% of the normal workforce. They produce 800,000 T-shirts per day. You can hardly imagine that, can you?

So, what are the benefits of using Tailorbot? Obviously, it reduces the cost of labor, because it reduces the need for sewing workers. Secondly, compared with a line of human sewers, production is increased by about 70%. Furthermore, given that the factory is located in America, shipping costs to the American market are also decreased.

参考答案:

Last evening I listened to a talk about an automated production line, named Tailorbot, given by Allan Zhang of Silk Wear Automation in Hangzhou.

The name “Tailorbot”, derives from the words “tailor” and “robot”. Last year, a Chinese garment factory in Little Rock, Arkansas, used 21 robotic production lines to make T-shirts for some world-leading sports brands. The Tailorbot helped the factory save 50 to 70 percent of the labor force, and each line only needs three to five workers. But they produce 800,000 T-shirts per day.

So the benefits of using Tailorbot to make clothes are obvious. First of all, it reduces the cost of labor as the robots replace some sewing workers. Secondly, compared with a line of human sewers, using Tailorbot can help the production to be increased by around 70%. Furthermore, it saves the shipping costs to the American market since the factory is located in America.

**分析总结:** 本任务考查考生根据既定情境,以特定身份向指定对象进行一分半钟的口头总结主要信息的能力。在完成此类题目时,考生首先可以充分利用题目中给出的用于记笔记的大纲,把听力内容中的要点记录下来。即,首先,关于自动生产线 Tailorbot 的几大要点: 1. 什么是 Tailorbot; 2. 它在一家建在美国的中国服装制造工厂的使用情况。第二,在美国的工厂使用 Tailorbot 的三点好处: 1. 节省劳动力成本; 2. 与人工相比,产量可以提高 70% 左右; 3. 可以节省运输成本。口头回答问题时,以上述笔记要点作为提示,再进行完整的信息要点陈述就可以了。本任务的完成是对考生听力理解能力、听力记笔记能力,以及口头总结和表达能力的综合检测。考生日常训练时要重视这些方面的能力培养。

#### Task 4

You are Peter Wang, a clerk at the Overseas Students Affairs Office at a university in China. Give a presentation to a group of international students. Your aim is to promote a free Chinese kung fu course. You should cover the following points:

- good physical and mental exercise;
- a taste of Chinese culture;
- opportunity to make new friends.

You will have **90** seconds to prepare and **60** seconds to speak.

参考答案:

Good morning, everyone! Welcome to School of Chinese Studies! Today, I'd like to introduce to you one of our free courses, Chinese kung fu.

Chinese kung fu, also known as *wushu* or Chinese martial arts, is an important part of traditional Chinese culture. It is probably one of the earliest and longest lasting sports, and dates back to the prehistoric society. The theory of kung fu is based upon classical Chinese philosophy. Over its long history it has developed as a unique combination of exercise, practical self-defense, self-discipline and art. So studying the course, you actually conduct both physical and mental exercise. When you learn kung fu in a group, it is also a good opportunity to make new friends, and learn more Chinese culture in practice.

This semester, we have the course twice a week. If you are interested in it, welcome to join us.

分析总结: 本任务考查考生根据既定情境,以特定身份向指定对象进行一分钟的口头传递信息、说明情况、说服他人的能力。本任务也类似(口头)命题作文。回答这类问题时,考生首先要弄清楚题目的场景设定和要求,即,作为中国一所大学留学生事务办公室的职员,你要给一群国际学生做报告,主要推介一门免费的中国功夫课程。其次,考生要注意报告的内容必须涵盖如下三个要点:习练中国功夫是良好的身心锻炼方式;习练中国功夫可以帮助品味中国文化;学习中国功夫也是结交新朋友的机会。

## 第二节 书面沟通

### Task 1

You will hear two presenters talking about Pak&Go, a new backpack and electric skateboard, to their colleagues in a meeting.

Listen and complete the minutes by filling in the blanks. Write only **ONE** word or number you hear in each blank.

You will hear the talks **TWICE**.

Minutes	
Date	Jan. 12, 2021
Place	Room 609
Subject	Pak&Go backpack and electric skateboard
Presenters	<ul style="list-style-type: none"> <li>• Harry from the Marketing Department</li> <li>• Patricia from the <b>1</b> _____ Department</li> </ul>
The best solution for skateboarders	A backpack + skateboard which you can <ul style="list-style-type: none"> <li>• wear</li> <li>• roll</li> <li>• <b>2</b> _____</li> </ul>
New design	<ul style="list-style-type: none"> <li>• Beautiful and clean design</li> <li>• Two motors in the wheels making it more powerful and <b>3</b> _____</li> </ul>
Overall advantages	<ul style="list-style-type: none"> <li>• A backpack</li> <li>• Personal transportation</li> <li>• Smart <b>4</b> _____</li> <li>• Save <b>5</b> _____ % over buying the devices separately</li> </ul>
Features	<ul style="list-style-type: none"> <li>• Wireless connection by app</li> <li>• <b>6</b> _____ speaker and mike</li> <li>• USB <b>7</b> _____</li> <li>• Tracking capacity for <b>8</b> _____</li> <li>• Internal <b>9</b> _____</li> </ul>
How to ride Pak&Go	<ul style="list-style-type: none"> <li>• Stand on the board</li> <li>• Use the backpack for support</li> <li>• Use the remote control for <b>10</b> _____ and braking</li> <li>• Jump to get off in an emergency</li> </ul>



## Scripts

**Harry:** Hi, I am Harry from the Marketing Department. I will briefly introduce the inspiration for our new product Pak&Go and Patricia from the Development Department will tell you something about the features of the new model. Most skateboarders need some bags to put their personal things in. So we have come up with a great solution—a backpack you can wear, roll, and ride. The all new Pak&Go is a combination of backpack and skateboard. This new model combines a beautiful and clean design with two motors inside the wheels, making it more powerful and safer than ever before. So here it is—a backpack, personal transportation and smart luggage. If you were to buy all these items separately, you would spend well over 1,000 dollars. With Pak&Go, you save 40%, a saving of \$400!

**Patricia:** We have an app exclusively designed for Pak&Go. Using the app, you will be able to connect your phone wirelessly to your Pak&Go. With the built-in speaker and mike, you can, for example, ask your Pak&Go for directions. Pak&Go also provides a USB charger that can charge your phone over 15 times. On top of that, it now has the added security of a tracking capability in case your Pak&Go is stolen or lost. Every detail has been considered, such as internal lighting which allows you to find things in the bag even in the dark. Pak&Go is the easiest vehicle to master. Just stand on the board, use the backpack for extra support, and use the remote control for speed and braking. And in case of an emergency, just jump off. *(fade)*

### 参考答案&问题分析

前5个问题涉及的信息都出现在第一位演讲者Harry的讲话中。

#### 1. Development

讲话一开始, Harry就介绍了自己来自Marketing Department(销售部), 将要介绍他们的新产品Pak&Go的设计灵感, 同时, 他提到, Patricia from the Development Department(开发部)将会告诉听众新产品的特点。由此得出第一题的答案。

## 2. ride

Harry在接下来对产品设计灵感的介绍中，提到为滑板爱好者提供存放个人物品的最好解决方案：So we have come up with a great solution—a backpack you can wear, roll, and ride. 从此条信息中可得出第二题的答案。

## 3. safer

Harry接着进一步介绍了这款全新滑板车的设计理念，其中提到，This new model combines a beautiful and clean design with two motors inside the wheels, making it more powerful and safer than ever before. 由此可得出第三题的答案。

## 4. luggage

Harry在讲话最后对新滑板车设计理念进行总结时提到，So here it is—a backpack, personal transportation and smart luggage. 由此得出第四题的答案。

## 5. 40

Harry在讲话的最后，对单独购买和合并购买背包和滑板车进行比较时提到，If you were to buy all these items separately, you would spend well over 1,000 dollars. With Pak&Go, you save 40%, a saving of \$400! 由此可得出本题的答案。

后5个问题涉及的答案主要出现在第二位演讲者Patricia的讲话中。

## 6. built-in

Patricia在介绍新产品特点时，首先提到了为全新产品Pak&Go专门设计的一款app。使用该应用程序，你可以将手机无线连接到你的Pak&Go，并且With the built-in speaker and mike, you can, for example, ask your Pak&Go for directions. 由此可得出第六题的答案。

## 7. charger

在对产品特点的进一步介绍中，Patricia提及Pak&Go also provides a USB charger that can charge your phone over 15 times. 由此可得出第七题的答案。

## 8. security

Patricia对产品特点的进一步介绍中提到，On top of that, it now has the added security of a tracking capability in case your Pak&Go is stolen or lost. 由此可得出第八题的答案。

## 9. lighting

Patricia 进一步介绍产品特点时说到, Every detail has been considered, such as internal lighting which allows you to find things in the bag even in the dark. 由此可得出第九题的答案。

## 10. speed

在 Patricia 讲话的最后, 她介绍了如何驾驶这款新滑板车: Just stand on the board, use the backpack for extra support, and use the remote control for speed and braking. And in case of an emergency, just jump off. 第十题的答案便在其中了。

**分析总结:** 本任务考查考生理解并呈现关键信息的能力。本考题以会议纪要的形式呈现, 做这类题目时, 考生首先应该了解会议纪要的写作特点; 其次, 由于所完成的题目要求信息主要源自听力材料 Harry 和 Patricia 的讲话, 所以, 考生需要掌握快速将听力材料中的要点记录下来的技巧; 最后, 在答这类题目时, 考生须将听力材料中的关键内容进行总结提炼, 并与所给出的书面材料 (会议提纲) 进行对接, 从而补全会议纪要内容。

## Task 2

Read the following passage about tobacco marketing on social media and answer Questions 1-10.

### Social Media and a New Generation of Smokers

#### Paragraph 1 Tobacco companies' responses to regulations

(1) Tobacco companies have always had a knack for finding creative ways to skirt regulations intended to curb their marketing. (2) In 1971, the U.S. Congress banned tobacco ads from television and radio. (3) In response, companies invested heavily in outdoor advertising and in magazines. (4) In 1997, the Tobacco Master Settlement Agreement banned tobacco on outdoor and billboard ads. (5) In response, tobacco money flowed into sponsorships of sports, music and other events. (6) In 2005, the World Health Organization banned tobacco advertising in 168 signatory countries. (7) By 2010, the U.S. had closed a lot of Big Tobacco's favorite advertising and tobacco loopholes. (8) With conventional media mostly off-limits, social media is coming to Big

Tobacco's rescue.

### **Paragraph 2**

(1) This exploitation of social media is one of the findings from a global research project I've been working on since 2016. (2) The program was initiated by the anti-smoking group Tobacco-Free Kids after it noticed lots of photos of young people with cigarettes turning up in their online social-media scans. (3) My team's task was to monitor, report upon and analyze the programs behind the hashtagged social media posts of young people smoking. (4) What our research team learned about tobacco companies' current advertising surprised us.

### **Paragraph 3**

(1) At least 88 percent of American youth say they use social media apps regularly. (2) Yet, these technologies are notoriously difficult to regulate. (3) But our investigation uncovered a range of promotional activities and a web of public relations and advertising agencies that cleverly leveraged the strengths of social media to keep tobacco advertising under the radar of existing regulations.

### **Paragraph 4**

(1) We found tobacco companies in countries such as Indonesia and the Philippines recruiting "nano-influencers" on social media and encouraging them to post images of their tobacco-sponsored adventures. (2) Nano-influencers are users with 2,000-3,000 followers, who share sponsored posts by partnering with brands. (3) In Indonesia, we found training camps, each lasting two weeks that were run by a domestic tobacco company. (4) At these camps, young nano-influencers who were paid generous fees, provided lessons about cigarette brands, imaging and how to better maintain social media feeds. (5) Public relations agencies in Uruguay taught their influencers how to take pictures of cigarette packages in ways that best accentuated their brands, offering tips on lighting up and the best time to post hashtags for maximum impact.

### **Paragraph 5**

(1) Some companies used social media apps to invite young people to attend their parties. (2) After answering a few questions on the apps, for example, responders were enrolled on a mailing list resulting in invitations to cool pop-up "parties and edgier events." (3) At the parties, young people were greeted by attractive attendants who offered them cigarettes and encouraged them to pose with floor designs modeled on cigarette brand logos. (4) After snapping pictures, they were encouraged to post them

on their social media feed using the party's action-oriented hashtags. (5) The result was unquestionably a new form of cigarette promotion.

### Paragraph 6

(1) These activities clearly violate the spirit of the existing agreements not to advertise to young people. (2) You can call it stealth, undercover or guerrilla marketing. (3) Whatever its name, this is 21st-century cigarette advertising that reaches millions of young people around the world. (4) Although it might be difficult for governments to keep on top of social media in these rapidly changing times, they must do so if they hope to prevent global smoking rates and the consequent health problems from rising once again.

### Questions 1-5

Read the passage and choose the best heading for each paragraph from the list in the box. There is one heading you do **NOT** need.

1. Paragraph 2 \_\_\_\_\_

2. Paragraph 3 \_\_\_\_\_

3. Paragraph 4 \_\_\_\_\_

4. Paragraph 5 \_\_\_\_\_

5. Paragraph 6 \_\_\_\_\_

- A. Overall findings
- B. Parties as a promotion strategy
- C. Introduction to the research
- D. Strategies in different countries
- E. Government's new policies
- F. Implication of the research

### Questions 6-10

Read the passage and answer the questions by choosing the correct option.

6. Which sentence in Para. 1 is the topic sentence? \_\_\_\_\_
7. Which sentence in Para. 2 gives the reason for starting the research project?  
\_\_\_\_\_
8. Which sentence in Para. 4 defines "nano-influencers"? \_\_\_\_\_
9. Which sentence in Para. 5 contains an opinion? \_\_\_\_\_
10. Which sentence in Para. 6 uses a metaphor? \_\_\_\_\_

参考答案：

1. C

分析：1-5 都是要求给每段找出与本段落意思匹配的最佳标题。通常这样的题目只要能在本段落中找到topic sentence，即主题句，那么就基本可以找到该题的答案。

第二段第一句话就提到了这种对社交媒体的利用是他从2016年开始从事的一个全球性研究项目的发现之一。其中已包含关键词research。再扫读本段其他句子，不难看出，作者都是在对此项目研究做进一步介绍。所以，答案是C。

2. A

分析：第三段第一句话就谈到了美国年轻人使用社交媒体应用软件的一个普遍情况，即至少88%的年轻人表示他们经常使用社交软件。之后继续讲对这些技术难以监管，接下来这句But our investigation uncovered a range of promotional activities...说明他们在一系列促销活动的调查发现。因此，可以看出本段是对整体促销活动调查结果的一个陈述。

3. D

分析：第四段第一句话就讲到印度尼西亚和菲律宾等国的烟草公司各自在社交媒体上展示的一些营销手段：We found tobacco companies in countries such as Indonesia and the Philippines...扫读本段其他内容就会发现，作者接下来继续讲述了不同国家利用社交媒体展示各自不同的策略。

4. B

分析：第五段第一句话Some companies used social media apps to invite young people to attend their parties. 提到一些公司利用社交媒体应用软件邀请年轻人参加他们的聚会。后面则列举了各种名目的聚会和做法。最后一句话更总结性地指出，The result was unquestionably a new form of cigarette promotion. 这些都是一种新的香烟推广形式。

5. F

分析：第六段第一句话These activities clearly violate the spirit of the existing agreements not to advertise to young people. 总结性地说明，这些利用社交媒体应用软件搞香烟营销明显违反了现有协议中不向年轻人做广告的精神。整段进一步揭示了本研究的意义。

## 6. (1)

分析：通读第一段可知，作者在第一句话中就概括地说明了本段的中心思想：烟草公司总是善于找到有创意的方法来避开旨在限制其营销的法规。第二句到第七句话则列举了在明令禁止的情况下，一些烟草公司利用不同手段变相做营销广告的例子。最后一句话则引出了烟草公司利用社交媒体这一新手段进行烟草营销的话题。

## 7. (2)

分析：在第二段(2)句中，作者提到了该项目是由一个叫作“无烟儿童”的禁烟组织发起的，因为该组织之前注意到年轻人在浏览社交媒体时发现了大量抽烟的照片，以此说明了开展本次研究的起因。

## 8. (2)

分析：本题涉及 nano-influencers 的定义。第四段(2)句明确地解释了这一名称，他们是拥有 2,000 – 3,000 名关注者的用户，通过与品牌合作分享赞助帖子。

## 9. (5)

分析：题目要求寻找表达观点的语句。在第五段(5)句中，作者用 The result was unquestionably... 这样的词句，毫不含糊地表明了自己对那些利用社交媒体应用程序进行的各种名目的聚会的态度：其结果就是一种新的香烟推广形式。

## 10. (2)

分析：该题要求找出第六段使用比喻修辞手段的信息来源。本段(2)句 You can call it stealth, undercover or guerrilla marketing. 说可以称这些利用社交媒体应用程序进行的五花八门的烟草营销活动为地下或游击营销，采用了暗喻的修辞手段。

## Task 3

You are Evan Lin, an assistant manager in the Marketing Department of Zhong Sun Engineering. Your department is going to negotiate with a potential partner from the U.S. about an international project.

You have been asked to read the following text from the book *International Management: Culture, Strategy, and Behavior*. You should then summarize it in about **150** words in order to help your colleagues prepare for the upcoming negotiation.

Your summary should cover the main points of the text. You should use your own words as much as possible. Bear in mind that your colleagues have not read the text.

In international negotiations, participants tend to orient their approach and interests around their home culture and their group's needs. Yet, to negotiate effectively, it is important to have a sound understanding of the other side's culture and position to better empathize and understand what they are about.

U.S. negotiators have a style that often differs from that of negotiators in many other countries. Americans believe it is important to be factual and objective. In addition, they often make early concessions to show the other party that they are flexible and reasonable. Moreover, U.S. negotiators typically have authority to bind their party to an agreement, so if the right deal is struck, the matter can be resolved quickly. This is why deadlines are so important to Americans. They have come to do business, and they want to get things resolved immediately.

A comparative example is the Chinese. In initial negotiation meetings, it is common for Chinese negotiators to seek agreement on the general focus of the meetings. The hammering out of specific details is postponed for later get-togethers. By achieving agreement on the general framework within which the negotiations will be conducted, the Chinese seek to limit and focus the discussions. Many Westerners misunderstand what is happening during these initial meetings and believe the dialogue consists mostly of rhetoric and general conversation. They are wrong and quite often are surprised later on when the Chinese negotiators use the agreement on the framework and principles as a basis for getting agreement on goals—and then insist that all discussions on concrete arrangements be in accord with these agreed-upon goals. Simply put, what is viewed as general conversation by many Western negotiators is regarded by the Chinese as a formulation of the rules of the game that must be adhered to throughout the negotiations. So in negotiating with people from another culture, it is important to come prepared to ensure that one's own agenda, framework, and principles are accepted by both parties.

However, simply being familiar with the culture is still falling short of being aptly informed. The political and legal environment of a country can have an influence over a multinational corporation's decision to open operations. Both parties may believe that the goals have been made clear, and on the surface a settlement may deliver positive



results, but the subsequent action taken by either company could prove to exhibit even more barriers. Take Pirelli, an Italian tire maker that acquired Continental Gummiwerke, its German competitor. Pirelli purchased the majority holdings of Continental's stock, a transaction that would usually translate into Pirelli having control of the company. When Pirelli attempted to make key managerial decisions for its Continental unit, it discovered that in Germany the corporate governance allows German companies to block such actions. Furthermore, the labor force has quite a bit of leverage with its ability to elect members of the supervisory board, which in turn chooses the management board. It would be better for international managers in Pirelli to be as informed as possible and avoid such trouble before it occurs.

参考答案:

In international negotiations, it is important to understand the cultural background and opinions of the negotiating partners. People from different cultural backgrounds may perform differently in negotiations. Americans pay more attention to objective facts, and are ready to adapt themselves to changes. They tend to abide by agreements, and make decisions before the deadlines. The Chinese, by contrast, usually at the early stage focus their attention on the general framework and principles instead of details and specific arrangements. The Chinese way of negotiation is often misunderstood by their Western negotiating partners, who may think that the Chinese are neglecting the main points but talking about the unimportant issues. So, to make your principles and bottom lines clear to your counterparts in the early period is very important. Of course, the carrying out of the practical business is not a simple thing. Political and legal environment and other factors also influence the final outcome of the negotiation.

分析: 在写内容提要时, 考生一定要仔细阅读原文, 了解每段的中心思想, 同时要懂得撰写内容提要或摘要的要点: 不能遗漏原文要点, 不能添加自己的意见, 避免包含不重要的细节和例子, 不能抄写原文的句子, 要用自己的话表达内容。此外, 还要注意控制摘要的字数等问题。

**Task 4**

Read part of an email below from Laura Marsh, Conference Manager at Alto Conference Ltd.

I'm writing today to invite you to speak at the annual Metropolitan Business Conference, which will be held at the Sheraton Grand Chicago Hotel, December 15th–18th, 2021.

The theme of our upcoming conference is Finding and Hiring the Right Employees. With the growth that your company has seen in the past five years, I believe you would have much to offer our audience.

If you have any questions or wish to know more about this speaking opportunity, please let me know.

You are **Roger Zhang**, Human Resources Manager at Silver Office Supplies. Write an **EMAIL** of about **150** words to Ms. Marsh:

- to thank her for the invitation;
- to ask her about the requirements for your speech;
- to ask her about travel arrangements.

参考答案:

Dear Ms. Marsh:

Thank you for your invitation. I can speak at the annual Metropolitan Business Conference.

Concerning the theme of the conference, I do have something to share with other participants. But what is the time limitation for each individual speech? Shall I need to send you my speech abstract or PPT beforehand? Do I need to prepare my resume for the conference? And what are the specific requirements for it?

I will arrive on December 14th, and leave on December 19th. I wonder if there is anyone to meet me at the airport. As it is my first time to come to the city, I wish I can live at the Sheraton Grand Chicago Hotel so that it's easier for me to attend the meeting. So could you please reserve a single room there for me?

I look forward to hearing from you soon.

Sincerely yours,

Roger Zhang

Human Resources Manager  
at Silver Office Supplies

分析：在撰写商务信函前，考生务必仔细审题，明确自己的身份定位，同时了解信函要点。在撰写商务信函时，首先，考生要注意格式问题。称呼和结尾敬语要根据所给场景设置的变化而变化。本题中Laura Marsh作为会议组织者一方发文给预参会者Roger Zhang，从邮件内容上看，是比较官方和正式的，两人只是互通了邮件，彼此并不是很熟悉。所以，考生以Roger Zhang的身份在邮件开始称呼对方为Ms. Marsh而不是直呼其名Laura更合适；与此关系匹配的是，信的结尾敬语使用较为正式的Sincerely yours（也可以是非常正式的说法，如Cordially）较为合适。其次，在内容方面，考生需注意用语简洁，条理清晰。此外，还应注意信函写作的格式，比如是齐头式（full-block style）还是变体齐头式（modified-block style）等等。