

Map of the book

Unit	Section 1			
	Episodes	Skills	Language in focus	Tasks
1 (Dis)connecting in the digital age <i>p2</i>	Episode 1 What are emojis? <i>p5</i> Episode 2 Do emojis mean the same thing to everyone? <i>p10</i>	Communication skill Making concessions in communication <i>p5</i> Critical thinking skill Interpreting the meanings of symbols <i>p7</i> Intercultural skill Dealing with misunderstandings in intercultural communication <i>p13</i>	Words and expressions <i>p9; p15</i> Collocations <i>express, show p9</i> <i>spare, clear, complete p15</i> Structure <i>If I were you, I'd ... p15</i> Translation <i>p9</i>	Over to you 1 Designing and describing a new emoji <i>p8</i> Over to you 2 Improving your emoji design and giving examples of its use <i>p14</i> Project Making a presentation about your new emoji <i>p16</i>
2 Work hard, work smart <i>p32</i>	Episode 1 Entrepreneurial case studies <i>p35</i> Episode 2 Market research on business ideas <i>p40</i>	Critical thinking skill Drawing inspiration from texts by raising relevant questions <i>p36</i> Communication skill Checking understanding in communication <i>p37</i> Intercultural skill Considering cross-cultural differences in giving negative feedback <i>p42</i>	Words and expressions <i>p39; p45</i> Collocations <i>increase, start, arrange p39</i> <i>carefully, directly, easily, honestly, seriously p45</i> Structure <i>without having to p45</i> Translation <i>p39</i>	Over to you 1 Writing a brief description of a new business idea <i>p38</i> Over to you 2 Designing and conducting market research to develop your business idea <i>p44</i> Project Creating a business plan <i>p46</i>
3 Secrets of advertising <i>p62</i>	Episode 1 Language features of an ad <i>p65</i> Episode 2 Visual design and placement of an ad <i>p72</i>	Communication skill Keeping to the point in discussion <i>p66</i> Intercultural skill Considering cultural differences in advertising <i>p69</i> Critical thinking skill Choosing advertising strategies <i>p74</i>	Words and expressions <i>p71; p77</i> Collocations <i>run, reach, submit p71</i> <i>appeal to, draw sb. in, catch sb.'s eye, attract / catch / draw / grab sb.'s attention p77</i> Structure <i>as well as ... p77</i> Translation <i>p71</i>	Over to you 1 Analyzing language strategies for your ad <i>p70</i> Over to you 2 Analyzing visual design and placement strategies for your ad <i>p76</i> Project Creating an ad <i>p78</i>

Section 2

Texts	Skills	Language in focus	Tasks
<p>Text A Is the Internet destroying our social norms? <i>p18</i></p> <p>Text B Switch off? How difficult! <i>p24</i></p>	<p>Reading skill Identifying the function of a paragraph <i>p20</i></p> <p>Critical thinking skill Finding solutions to a problem <i>p21</i></p> <p>Intercultural skill Examining the cyberbullying problem in China <i>p21</i></p> <p>Examining the problem of Internet addiction in China <i>p26</i></p>	<p>Words and expressions <i>p22</i></p> <p>Collocations <i>absolutely, easily, totally, extremely, increasingly</i> <i>p22</i></p> <p>Structure <i>so far ... have / has been ...</i> <i>p23</i></p> <p>Translation <i>p23</i></p>	<p>Text A Writing an essay analyzing the cyberbullying problem in China and suggesting measures against it <i>p21</i></p>
<p>Text A The rise of the gig economy <i>p48</i></p> <p>Text B Will artificial intelligence create mass unemployment? <i>p54</i></p>	<p>Reading skill Identifying cause and effect when reading <i>p50</i></p> <p>Critical thinking skill Making predictions <i>p51</i></p> <p>Identifying the positive and negative impacts of AI on work <i>p55</i></p> <p>Intercultural skill Reflecting on being a freelancer in different cultures <i>p51</i></p>	<p>Words and expressions <i>p52</i></p> <p>Collocations <i>fall, become</i> <i>p52</i></p> <p>Structure <i>there is / are likely to be ...</i> <i>p53</i></p> <p>Translation <i>p53</i></p>	<p>Text A Writing a reply email expressing your opinions on being a freelancer <i>p51</i></p>
<p>Text A The power of persuasion <i>p80</i></p> <p>Text B Waste not, want not <i>p86</i></p>	<p>Reading skill Deducing the meaning of new words from their context <i>p82</i></p> <p>Critical thinking skill Remaining objective in the face of persuasion <i>p83</i></p> <p>Reflecting on personal consumption habits <i>p87</i></p> <p>Intercultural skill Identifying cross-cultural appeal of an ad <i>p83</i></p>	<p>Words and expressions <i>p84</i></p> <p>Collocations <i>play, work, bring</i> <i>p84</i></p> <p>Structure <i>It wasn't until ... that ...</i> <i>p85</i></p> <p>Translation <i>p85</i></p>	<p>Text A Writing an essay describing a foreign brand's ad and explaining why it appeals to you <i>p83</i></p>

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4 Impressions matter <i>p94</i>	Episode 1 What best represents China? <i>p97</i> Episode 2 Analyzing promotional videos of tourism <i>p104</i>	Intercultural skill Avoiding ethnocentrism <i>p100</i> Critical thinking skill Narrowing down a topic <i>p101</i> Communication skill Expressing appreciation <i>p107</i>	Words and expressions <i>p103; p109</i> Collocations <i>grand, giant, huge p103</i> <i>see, taste, listen to, touch p109</i> Structure <i>have sb. do sth. p109</i> Translation <i>p103</i>	Over to you 1 Choosing a target audience and selecting content for your video <i>p102</i> Over to you 2 Outlining the style and structure of your video <i>p108</i> Project Writing a plan for your video and then producing it or performing it as a slideshow <i>p110</i>
5 Harmony in diversity <i>p126</i>	Episode 1 What is intangible cultural heritage? <i>p129</i> Episode 2 Exploring examples of intangible cultural heritage <i>p134</i>	Communication skill Expressing a lack of knowledge <i>p129</i> Critical thinking skill Clarifying meanings of key concepts or terms <i>p131</i> Intercultural skill Interpreting events from other cultures <i>p137</i>	Words and expressions <i>p133; p139</i> Collocations <i>raise, present, support p133</i> <i>full, native p139</i> Structure <i>that is why ... p133</i> Translation <i>p139</i>	Over to you 1 Proposing an ICH item <i>p132</i> Over to you 2 Writing an ICH proposal <i>p138</i> Project Giving a presentation of your proposal <i>p140</i>
6 Bringing light to others <i>p156</i>	Episode 1 Why volunteer? <i>p159</i> Episode 2 Getting people to volunteer <i>p164</i>	Intercultural skill Developing intercultural empathy <i>p161</i> Communication skill Asking for more information in conversations <i>p164</i> Critical thinking skill Using persuasion techniques in promotion <i>p167</i>	Words and expressions <i>p163; p169</i> Collocations <i>physical, affluent p163</i> <i>prior, regular p169</i> Structure <i>to do (expressing purposes) p169</i> Translation <i>p163</i>	Over to you 1 Brainstorming ideas for a student volunteer program and drawing a mind map <i>p162</i> Over to you 2 Listing the key elements of your volunteer program <i>p168</i> Project Designing a poster for your volunteer program <i>p170</i>
Appendix <i>p185</i>				
U校园智慧教学云平台使用指南 <i>p186</i>				

Section 2

Texts	Skills	Language in focus	Tasks
<p>Text A Stereotyping: Fight the urge <i>p112</i></p> <p>Text B My culture shock in the U.S. <i>p118</i></p>	<p>Reading skill Identifying bridging sentences <i>p114</i></p> <p>Critical thinking skill Avoiding overgeneralizations <i>p115</i></p> <p>Intercultural skill Reflecting on stereotypes about China or Chinese people <i>p115</i></p> <p>Reflecting on what China is like to an outsider's eye <i>p119</i></p>	<p>Words and expressions <i>p116</i></p> <p>Collocations <i>oversimplified, commonly held p116</i></p> <p>Structure <i>Then, and only then, can / will ... p117</i></p> <p>Translation <i>p117</i></p>	<p>Text A Writing an essay analyzing a stereotype about China or Chinese people <i>p115</i></p>
<p>Text A Disappearing languages <i>p142</i></p> <p>Text B Growing up with cultural diversity <i>p148</i></p>	<p>Reading skill Interpreting graphs and charts <i>p144</i></p> <p>Critical thinking skill Avoiding hasty generalization <i>p145</i></p> <p>Intercultural skill Identifying cultural items that represent China or a part of China <i>p145</i></p> <p>Reflecting on China's cultural diversity <i>p149</i></p>	<p>Words and expressions <i>p146</i></p> <p>Collocations <i>pressure, decline p146</i></p> <p>Structure <i>every time ... p147</i></p> <p>Translation <i>p147</i></p>	<p>Text A Writing an essay describing a cultural item that can represent China or your hometown <i>p145</i></p>
<p>Text A WWF: Help us to help the world <i>p172</i></p> <p>Text B My experience: Volunteering in Nepal <i>p178</i></p>	<p>Reading skill Taking notes while reading <i>p174</i></p> <p>Critical thinking skill Making decisions by weighing pros and cons <i>p175</i></p> <p>Analyzing the influence of volunteering on individuals <i>p179</i></p> <p>Intercultural skill Examining the benefits of cross-cultural volunteer programs <i>p175</i></p>	<p>Words and expressions <i>p176</i></p> <p>Collocations <i>priceless, immediate, generous p176</i></p> <p>Structure <i>either ... or ... p177</i></p> <p>Translation <i>p177</i></p>	<p>Text A Writing a letter recommending a volunteer program <i>p175</i></p>