



1

Unit

Learning Focus

Please pay attention to the following important items in this unit.

- **Pronunciation:** Practice reading a poem and learn to appreciate it. Pay attention to the pronunciation, intonation and rhythm.
- **Listening:** Get familiar with the topic of “jobs”.
- **Speaking:** Memorize the useful expressions for describing products:
 - —How many colors does it come in?
—It has three colors available: red, gray and black.
 - —How is your product better than the competition?
—Since it is very light, you can carry it easily.
 - —This is our latest model. It was a great success at the last exhibition in Paris. Would you like to see it?
—Sure!

Reading Aloud

Task Read the following poem aloud after the recording. Pay attention to the pronunciation, intonation and rhythm.

Music, When Soft Voices Die

by Percy Bysshe Shelley

Music, when soft voices die,
Vibrates in the memory—
Odours, when sweet violets sicken,
Live within the sense they quicken.

Rose leaves, when the rose is dead,
Are heaped for the beloved's bed;
And so thy thoughts, when thou art gone,
Love itself shall slumber on.

Testing Your Ears

New Words

architecture	<i>n.</i>	建筑学; 建筑物
attract	<i>v.</i>	吸引
attractive	<i>adj.</i>	吸引人的; 引人注目的
cashier	<i>n.</i>	出纳员; 收银员
convenient	<i>adj.</i>	方便的; 合适的
publish	<i>v.</i>	出版
publisher	<i>n.</i>	出版者; 出版社; 发行者
ridiculous	<i>adj.</i>	荒谬的; 可笑的
supportive	<i>adj.</i>	支持的

Phrases and Expressions

brush up (on)	重温; 重新学习
but then	但另一方面; 然而

civil engineering	土木工程
electronic engineering	电子工程学
leading character	主角
make ends meet	使收支平衡
make up	虚构; 编造; 捏造
stick... together	粘在一起; 粘紧
take the place of	代替; 接替
take up	开始从事; 占用
turn down	拒绝; 驳回

Proper Names

Marriott Inn	万豪酒店
Olympia Diner	奥林匹亚餐厅

Task 1 You will hear eight short conversations. After each conversation, there will be a question. After each question, there will be a pause of ten seconds. The conversations and questions will be spoken only once. When you hear a question, you should decide on the correct answer from the four choices marked A, B, C and D.

Example:

You will hear: W: Are you catching the 10:15 flight to New York?

M: No. I'll leave this evening.

Q: What are the two persons talking about?

You will read: A. New York City.

B. An evening party.

C. A plane trip.

D. The man's job.

From the conversation, we learn that the man is to take a flight to New York. Therefore, C. A plane trip. is the correct answer. Now listen.

- A. Because the work hours were unsuitable. B. Because the job was not well-paid.
C. Because the job was quite boring. D. Because Linda didn't like traveling.
- A. Electronic music. B. Civil engineering.
C. Electronics. D. Electronic engineering.

- 3 A. He is excited. B. He is supportive.
C. He is surprised. D. He is angry.
- 4 A. The man is selling newspapers.
B. The man has a new job.
C. The man is hunting for a job.
D. The man likes his position at the paper.
- 5 A. The salary attracted him.
B. The company needs him badly.
C. The working condition of the company is attractive.
D. He doesn't like the job.
- 6 A. He hates meeting people.
B. He tends to forget people's names.
C. He always gets to the office at 3:00 p.m.
D. He forgot to introduce the woman to the man.
- 7 A. She is willing to tell Jason. B. She thinks she must tell Jason.
C. She doesn't want to tell Jason. D. She asked the man to tell Jason.
- 8 A. He didn't really want to work in the bookstore.
B. He liked the job very much.
C. He couldn't get the job.
D. He didn't know the way to the bookstore.

Task 2 You will hear two conversations. After each conversation, there will be some questions. After each question, there will be a short pause. The conversations and questions will be spoken only once. When you hear a question, you should decide on the correct answer from the four choices marked A, B, C and D.

Conversation 1



- 1 A. To study law.
B. To attend international conferences.
C. To study English.
D. To go back to his hometown and work there.
- 2 A. Because he had a natural ability in design.
B. Because his father encouraged him.
C. Because he was so good at English.
D. Because he was not good at art.

Task 4 You will hear a passage. After the passage you will hear five questions. The passage and the questions will be spoken only once. After each question, there will be a short pause. During the pause, you should decide on the correct answer from the four choices marked A, B, C and D. Now listen.

- 1 A. He hoped to finish college in a year.
B. He hoped to retire from his position.
C. He hoped to take the place of his manager.
D. He hoped to get promoted.
- 2 A. Because he was not clever enough.
B. Because he was not hard-working.
C. Because he was rude.
D. Because he was careless.
- 3 A. George retired from his position.
B. The young man was promoted above George.
C. George advanced to a higher position.
D. George was fired.
- 4 A. Because he was angry that the young man got promoted instead of him.
B. Because he was going to ask for early retirement.
C. Because he wanted to have a long holiday.
D. Because he decided to leave the company.
- 5 A. 1 year.
B. 32 years.
C. 15 years.
D. 16 years.

Task 5 You will hear two passages. Each passage will be spoken twice. After each passage you will hear five questions. When you hear a question, you should complete the answer with what you hear from the recording.

Passage 1



- 1 She sent her story to _____.
- 2 It was returned _____.
- 3 Because she was _____ with him.
- 4 Because she wanted to make a test to see _____.
- 5 Because the publisher thought it was _____.

Passage 2



- 1 Because _____ are so high in America.
- 2 It allows the readers to become _____ in the stories.
- 3 It publishes them with the help of _____.
- 4 Because they like to see their own names and _____ in print.
- 5 They are helping a child to _____.

Opening Your Mouth

New Words

bead	<i>n.</i> (有孔的) 小球; 珠子
carpet	<i>n.</i> 地毯
catalog	<i>n.</i> 目录
competition	<i>n.</i> [口] 竞争对手; 竞争
delivery	<i>n.</i> 送货; 递送; 发送
display	<i>v.</i> 展示; 陈列
durable	<i>adj.</i> 耐用的
elegant	<i>adj.</i> 优雅的; 优美的
exhibit	<i>n.</i> 展览品 <i>v.</i> 展示
fair	<i>n.</i> 博览会; 展览会
fold	<i>v.</i> 折叠
launch	<i>v.</i> (新品) 投放市场; 发射
mileage	<i>n.</i> 里程
outstanding	<i>adj.</i> 杰出的; (负债) 未付的

overseas	<i>adj.</i> 海外的; 外国的 <i>adv.</i> 向海外; 在国外
pamphlet	<i>n.</i> 小册子
sample	<i>n.</i> 样本; 样品 <i>adj.</i> 样品的
springy	<i>adj.</i> 有弹性的
textiles	<i>n.</i> 纺织业
tire	<i>n.</i> 轮胎
unique	<i>adj.</i> 独特的

Phrases and Expressions

come in	到货; 上市
compare with	与……比较
in stock	有现货
on display	陈列; 展示
out of stock	缺货; 售光

Proper Names

Canton Fair	广交会 (中国进出口商品交易会)
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Task 1 Read and practice the short conversations.

1

M: This is our latest model. It was a great success at the last exhibition in Paris. Would you like to see it?
W: Sure!

2

M: We have this style in several sizes and colors.
W: Haven't you got any brown color in stock?

3

M: Can you tell me about this camera?
W: Yes. This is our new product. It was launched last month.

4

M: How is your product better than the competition?
W: Since it is very light, you can carry it easily.

Task 2 Read the following two conversations after the recording and pay attention to the expressions for describing products.

Conversation 1



- M:** I saw some of your sample carpets at the Canton Fair.
- W:** The samples displayed at the Fair are just part of our products. We are exporting a wide range of carpets to many countries. And now the demand is getting greater and greater.
- M:** So it is. Your exports of carpets have considerably increased during the last few years. It appears that Chinese carpets are attractive indeed.
- W:** Shall we go to the sample room?
- M:** That would be perfect.
- W:** Here is our sample room.
- M:** Oh, you certainly have got a large collection of sample carpets here.
- W:** You said it. This way, please. Here is a pure wool carpet and that one is of artificial wool. Both are quite popular.
- M:** Oh, the material is soft and springy. Is this carpet hand-made?
- W:** Yes. We use two ways in weaving our carpets, by hand or by machine.
- M:** Oh, the designs are so nice!
- W:** This is the well-known Beijing style carpet. Its pattern is very popular and the style is unique. One feature of the wool carpet is that it looks classic and elegant.
- M:** Very nice indeed. I think some of the items will find a ready market in Canada, especially pure wool carpets. May I take back your catalogs and a price list with me?
- W:** Certainly.



Picture 1

Conversation 2



- M:** Good morning, Madam.
- W:** Good morning. I am very interested in your exhibits. May I have some pamphlets?

M: Here you are.

W: Our company engages in the trading of bicycles. We used to purchase bicycles from Japan and Britain. As we intend to expand our business with China, I have come to the Fair.

M: Our bikes are of good quality as you can see from the samples here and they have met with a favorable reception in overseas markets.

W: Well, this one looks nice.

M: This model is our latest product. Compared with our old models, it is relatively light in weight.

W: How many colors does it come in?

M: It has three colors available: red, gray and black.

W: Your new model is really attractive.



Picture 2

Task 3 Act out the following conversations and create your own conversations based on the given situations.

Conversation 1



First try to complete Conversation 1, and then listen to the recording to check your answers.

M: What do you have there, Mrs. Lee?

W: 1) _____, Mr. Coffman.

M: Please let me have a look at it.

(Mr. Coffman is carefully examining the new product.)

W: 2) _____.

M: And what are the results?

W: We found that our tire averaged twice the mileage of other brands.

M: 3) _____?

W: Please look at this section of the tire. As you can see, these twin beads are set in very firmly. They will not break or come loose easily under normal driving conditions.

M: I think 4) _____.

W: I'm happy to hear that.

Conversation 2



1 Arrange Conversation 2 in the right order and then act it out with your partner.

- 1) That would be interesting.
- 2) It's very durable. Look, here's a sample that has traveled 15,000 kilometers in delivery.
- 3) It's about three times as strong as the usual packaging material.
- 4) You don't believe it, do you? Everyone has doubts at first.
- 5) Please take a look at this. It's a revolutionary new packaging we've just developed.
- 6) It looks new. Has it really traveled 15,000 kilometers?
- 7) It doesn't look like it's made of paper. How strong is it?
- 8) Well...
- 9) Yes. Then you can see for yourself what an outstanding product this is.
- 10) I see. It must be hard to fold.
- 11) You mean to send them to my home in the States?
- 12) Is it durable?
- 13) Let's try something. We have some small gifts we'd like to give you before you leave. Let's package them in this material and mail them.
- 14) On the contrary, it folds easily.



2 Now make your own conversations based on the situations given below.

Situation 1

Mr. Black is a British businessman specializing in textiles. He comes to trade with Suzhou Silk Import & Export Corporation. Mr. Zhang is showing him around the sample room.

Situation 2

Mr. Sun and Mr. Wilson are at the Light Industrial Products Exhibition. Mr. Sun is describing the products of his corporation to Mr. Wilson.

Situation 3

Ms. Wang is visiting the exhibition with the intention of purchasing some electric toys. After going over the catalogs, she finds some models rather attractive. Mr. Anderson, an exhibitor from a company, is introducing their products.

Situation 4

Mrs. Johnson is asking about a kind of cloth displayed in the sample room. Miss Zhao is trying to give her as much information as possible.

Language Tips

The following are for your reference.

- fashion industry; electronic product; product description; product instruction; user manual
- I'm quite interested in your products. Could you show me some of your samples?
- I'd like to know more details about your products. Could you give me a copy of the product description?
- What's special about your products?
- What makes your products different from others'?
- First, it's light enough for easy carrying.
- Second, it's user-friendly and much safer than before.
- You don't have to worry about its durability.
- The new material has been tested by some authoritative testing organizations.

Talking Together

Task 1 Work in pairs to practice the expressions for describing products based on the following pictures.



Task 2 Work in pairs to play a game. One student in the pair tries to describe a product to the other, while the other guesses the name of the product with the help of the description.

Language Tips

The following are for your reference.

- It's a machine that has changed the ways people work and live.
- It's a machine that can take instructions and perform different tasks for the users.
- This machine is much more widely used in different places.
- It's a product that you may use every day.
- Do you mean...?
- I guess it is...
- You're talking about..., aren't you?
- You guessed it right.
- You got it.

Facing Culture

Listen to the passage about the experiences of some successful businessmen, and then discuss the following questions with your partner.



Several years ago, Masaru Ibuka, chairman of Sony, was at a company meeting. Suddenly he had a brilliant idea. He stopped the meeting and asked everyone present what would happen if Sony removed the recording function and the speaker and sold headphones with a tape player instead. Almost everyone thought he was crazy. Still, Ibuka kept thinking about his idea and worked on refining it. The result, of course, turned out to be the wildly successful Sony Walkman.

Good ideas often start with a silly question. Bill Bowerman was making breakfast one day. As he stood there making waffles (华夫饼) for his son, he wondered what would happen if he poured rubber into his waffle iron (烘华夫饼的铁模). Later, he tried it and the result looked something like the bottom of most sports shoes we see today. Still, when he took this idea to several shoe companies, he was literally laughed at. In fact, every single company turned him down. Though rather discouraged, Bowerman persevered and went on to form his own company, making NIKE athletic shoes.

Sometimes good ideas grow out of frustration. When Fred Smith was a student at Yale University, he had some paperwork that he needed to have delivered across the country the next day. Smith was amazed to find out that overnight delivery was impossible. He sat for a long while wondering why. "Why couldn't there be a reliable overnight mail delivery service?" He decided to design one. Smith did just that and turned his design into a class project. His professor gave him only a C for his efforts. However, Smith continued to refine the idea in that class project and eventually turned it into one of the first and most successful overnight mail services in the world—FedEx.

We know today, of course, that each of these ideas led to an incredibly successful product or service that has changed the way many of us live. The best questions are usually open-ended and are often silly. Children aren't afraid to ask such questions, but adults frequently are. Think how different the world might be if people never asked "silly" questions!

Questions

- 1 What important qualities do you think inventors usually possess?
- 2 Do you have new ideas for new products or services? What are they?