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COMMUNICATION SKILLS

PRESENTATION SKILLS

Expressing opinions

Using signpost language

Asking for / Expressing opinions

Discussing advantages and disadvantages

Giving / Responding to suggestions

Giving reasons

Giving responses

Creating emphasis

Asking for / Providing clarification

Using evidence and facts

Expressing possibility

Using statistics

Asking for / Giving / Responding to advice

Using examples for illustration

Prompting for more information

Using persuasion

1

UNIT

Living in a digital world



After learning this unit, you will be able to:

- use intonation properly
- express opinions
- use signpost language in a presentation
- illustrate how digital technologies have been used in cultural conservation in China

WARM UP

Digital technologies can make our life easier or harder, depending on how we use them. Work in pairs and discuss how digital technologies have influenced the following aspects of our life. You should think about both the positive and negative influences.

Global communication

Access to information

Commerce

Distant work / learning

Social connection

PRONUNCIATION

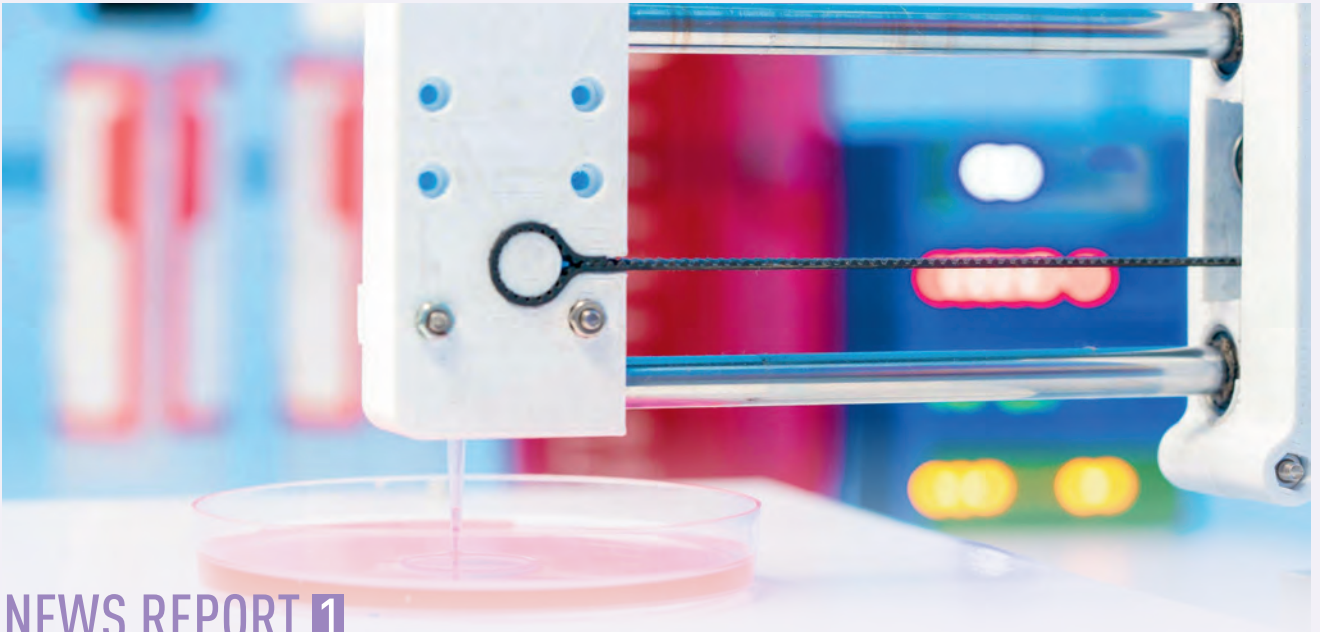
- 1 Listen to a passage. Pay attention to the speaker's intonation.

Have you heard of digital humans? Digital humans are AI-powered and lifelike virtual beings that offer the best of both AI and human conversations. Digital humans interact using both verbal and non-verbal cues like tone of voice and facial expressions, meaning they can recreate natural human interaction at scale. Digital humans have been widely used in media and entertainment, but the need for digital humans is growing. Digital humans are revolutionizing our digital experiences in health care, financial services, education, to name but a few. For example, digital assistants can help improve training and procedures in medical practice. In retail, digital assistance can improve customer services by providing a more personalized experience.



- 2 Listen to the passage again and read after the recording.

LISTEN TO UNDERSTAND



NEWS REPORT 1

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

- 1
 - A. The invention of a high-end 3D printer.
 - B. The development of a new wonder drug.
 - C. A breakthrough in bio-printing human body parts.
 - D. A discovery in how blood vessels form and grow.
- 2
 - A. How well the tissue functions.
 - B. How good the patient's health is.
 - C. How fast the blood gets around the body.
 - D. How effectively the drug works in the tissue.

WORD BANK

tissue /'tɪʃuː/ *n.* (动植物细胞的) 组织

vessel /'vesəl/ *n.* 血管

nutrient /'njuːtriənt/ *n.* 养分; 营养物

mainstream /'meɪnstriːm/ *a.* 主流的

NEWS REPORT 2

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

- 1
 - A. Rules of digital games.
 - B. Plans for digital revolution.
 - C. Arrangements for digital legacy.
 - D. Laws on digital privacy protection.
- 2
 - A. How to classify its type.
 - B. How to treat it properly.
 - C. How to protect the ownership.
 - D. What relevant laws to introduce.

WORD BANK

legacy /'legəsi/ *n.* 遗产

asset /'æset/ *n.* 资产

scope /skəʊp/ *n.* 范围

WORD BANK

hack /hæk/ *v.* 非法侵入 (他人的计算机系统)

harassment /'hærəsmənt/ *n.* 骚扰

adolescence /,ædə'lesəns/ *n.*

青春期

mature /mə'tʃʊə/ *a.* 成熟的; 成年的

Tim Berners-Lee 蒂姆·伯纳斯-李
(“万维网之父”)

NEWS REPORT 3

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

- 1 A. He viewed the web as a force for good.
B. He criticized the web in a public speech.
C. He was unsure about the future of the web.
D. He had concerns about the current state of the web.
- 2 A. Digital addiction.
B. People's privacy.
C. Criminal behavior.
D. The spread of false information.
- 3 A. The right to privacy.
B. A more mature future.
C. A better and safer web.
D. Cheaper web services.

LISTEN TO COMMUNICATE

CONVERSATION 1

1 Listen to a conversation and choose the best answer to each question you hear.

- 1 A. Taking a break from his work.
B. Stopping the use of his digital devices.
C. Staying disconnected from his friends.
D. Reducing his time spent on the Internet.
- 2 A. Digital devices make him unhappy.
B. He is going to have a private meeting.
C. The overuse of digital devices affects his health.
D. He is getting tired of using digital devices.
- 3 A. He shouldn't do a digital detox.
B. He shouldn't turn off his phone.
C. He should stop using all his digital devices.
D. He should control the use of his digital devices.
- 4 A. She thinks it is crazy.
B. She is sure it will fail.
C. She is curious about its result.
D. She thinks it is a good idea.

2 Listen to the conversation again and complete the following sentences with what you hear.

- 1 I'm going to take a break from all my digital devices and stay _____ for a while.
- 2 I'm going to do that _____.
- 3 I just won't use any app or _____.
- 4 That's a good point, but it's _____ now.

WORD BANK

detox /'di:tɒks/ *n.* 脱瘾; 排毒

moderation /,mɒdə'reɪʃən/ *n.*

节制; 适度

reset /,ri:'set/ *v.* 校正; 调整



WORD BANK

cross /krɒs/ *a.* 生气的; 恼怒的

face recognition /ˌreɪkəɡˈnɪʃən/ *n.*

人脸识别

fingerprint scanner /ˈskænə/

指纹扫描器

immersive /ɪˈmɜːsɪv/ display 沉浸式显示

zoom /zuːm/ *in* (镜头) 拉近

capture /ˈkæptʃə/ *v.* 捕捉

bargain /ˈbɑːɡɪn/ *n.* 物美价廉的商品

CONVERSATION 2

1 Listen to a conversation and choose the best answer to each question you hear.

- 1 A. He lost his phone last month.
B. He broke his phone last night.
C. He cannot afford a new phone.
D. He forgot how to unlock his phone.
- 2 A. A good camera.
B. Face recognition.
C. An immersive display.
D. A long-lasting battery.
- 3 A. It doesn't suit her.
B. It must be very expensive.
C. Its camera is of poor quality.
D. Its battery is not good enough.
- 4 A. Bargain with the store.
B. Buy a phone for the man.
C. Offer the man her phone.
D. Send the man the purchase link.

2 Listen to the conversation again and check (✓) the features of the woman's phone.

- Heavy
- Face recognition
- A fingerprint scanner
- Password protection
- Immersive display
- A multi-lens camera
- A special zoom
- Wireless charging
- Extra storage



ACT-OUT

Online learning is a common way of learning for students nowadays. Work in pairs and have a conversation about its pros and cons. One of you tells the pros and the other points out the cons. Discuss them and then act out the conversation.

😊 Pros

😞 Cons

COMMUNICATION SKILLS: Expressing opinions

In a conversation, it is very common to express opinions, either personal or general, to make sure you are having a proper discussion with the others.

Expressing a personal opinion

- In my opinion / experience, ...
- What I mean is ...
- It seems to me that ...
- Personally, I think...
- To my way of thinking, ...

Expressing a general opinion

- Everybody knows / agrees ...
- Some think ...
- It is generally accepted that ...
- It is considered by many that ...
- It is widely held / believed that ...



LISTEN TO SHARE

WORD BANK

operational /ˌɒpə'reɪʃənəl/ *a.*
运作的

AR (augmented reality) *n.* 增强现实

clarity /'klærəti/ *n.* (画面、声音的)
清晰, 清楚

PASSAGE 1

① Work in pairs and discuss the following questions.

- 1 How many mobile apps have you installed on your phone?
- 2 What mobile apps do you use most? What do you use them for?

② Listen to a passage and choose the best answer to each question you hear.

- 1
 - A. Three trends in mobile app development.
 - B. The growing number of smartphone users.
 - C. The importance of IoT in monitoring devices.
 - D. The new customer experience with mobile apps.
- 2
 - A. It drives user engagement through videos.
 - B. It enables people to control their devices remotely.
 - C. It makes the online upgrade of mobile apps convenient.
 - D. It reduces people's concern over the safety of mobile apps.
- 3
 - A. Health-related concerns.
 - B. Speed-related concerns.
 - C. Clarity-related concerns.
 - D. Security-related concerns.

③ Listen to the passage again and complete the following sentences with what you hear.

- 1 IoT apps are now being developed for smart homes and smart areas, _____, health care, etc.
- 2 5G technology makes apps more _____.
- 3 VR- and AR-based features will become more common, and users will experience increased visual clarity thanks to the _____.
- 4 Technology will never stop _____, nor will the mobile app development industry.

PASSAGE 2

1 Work in pairs and discuss the following questions.

- 1 What do you know about the farming industry today?
- 2 How will farming change in the digital age in your opinion?

2 Listen to a passage and choose the best answer to each question you hear.

- 1
 - A. Reducing farmers' working hours.
 - B. Analyzing the data at high speeds.
 - C. Collecting large amounts of information.
 - D. Improving farmers' working conditions.
- 2
 - A. It can help farmers find more buyers.
 - B. It can modernize farmers' tools and machinery.
 - C. It can reduce the cost of the entire farming process.
 - D. It can boost food security and protect natural resources.
- 3
 - A. It will continue to increase farming efficiency.
 - B. It makes many unskilled farmers lose their jobs.
 - C. It makes the whole farming process more complex.
 - D. It gives farmers more options when they make decisions.

3 Listen to the passage again and decide whether the following statements are true (T) or false (F).

- 1 The rise of digital technologies has an influence on the purchase of farming machinery.
- 2 Once the data is collected, AI tools can help farmers make critical and practical decisions.
- 3 From a marketing perspective, digital technology can match buyers with sellers and reduce the cost of trading.
- 4 Digital farming, as a new technology, can help large farms improve their farming efficiency.
- 5 In the future, digital farming will continue to enhance soil conditions by monitoring each piece of land.

WORD BANK

input /'ɪnpʊt/ *n.* 投入 (物)

sensor /'sensə/ *n.* 传感器

precise /prɪ'saɪs/ *a.* 精确的;
准确的

thrive /θraɪv/ *v.* 茁壮成长



PRESENTATION

Digital technologies have had a huge impact on our daily life, from the way we communicate to the way we work. You are going to give a presentation on the topic "How digital technologies impact our daily life". In your presentation, you will talk about at least two ways that digital technologies impact our daily life. You can choose from, but are not restricted to the following:

- the way we communicate
- the way we access information
- the way we live our virtual social life
- the way we shop
- the way we work

PRESENTATION SKILLS: Using signpost language

When we give a presentation, it is very important to use signpost language so that the audience can better follow what we're talking about.

Introducing a topic

- Today I'm going to talk about ...
- My topic for today is ...
- The purpose of my presentation is to ...

Developing a topic

- There are three main points which ...
- The first point is ...
- Next ...
- And finally ...

Concluding a topic

- In conclusion / summary, ...
- To sum up, ...
- All in all, ...



TALK ABOUT CHINA

The Great Wall is one of the world wonders and a UNESCO World Heritage site with a history of over 2,000 years, but it has been experiencing decay. Together with continued restoration efforts, several projects have been started in recent years to protect it with the help of digital technologies. In one of the projects – the Digital Great Wall – 360-degree panoramic photos of the Great Wall have been taken to produce high-precision 3D models and restore its original look. Using cloud gaming technology, the research and development team has also launched a mobile app that allows everyone to virtually visit the Great Wall, “climbing” and “repairing” it online. The project has made the ancient wonder accessible to people all over the world, and is an example that highlights how cutting-edge digital technologies can be used to help with cultural conservation.



- 1 Read aloud the passage about the Digital Great Wall project.
- 2 Answer the following questions about the passage you have just read.
 - 1 What does the mobile app using cloud gaming technology allow people to do?
 - 2 Can you give another example where digital technologies have been used in cultural conservation in China?

WORD BANK

decay /di'keɪ/ *n.* 破败; 衰败

restoration /,restə'reɪʃən/ *n.* 修复; 整修

panoramic /,pænə'ræmɪk/ *a.* 全貌的; 全景的

conservation /,kɒnsə'veɪʃən/ *n.* 保护

VIEW THE WORLD

WORD BANK

metaverse /ˈmetəvɜːs/ *n.* 元宇宙
skepticism /ˈskeptɪsɪzəm/ *n.* 怀疑态度
avatar /ˈævətɑː/ *n.* 虚拟替身
realm /reɪlm/ *n.* 领域; 范围
stretch /stretʃ/ *v.* 使施展本领; 使竭尽全力



- 1 Watch a video clip and fill in the blanks with what you hear.

WHAT IS A METAVERSE?

Does it already exist? And are you already in it? Let's dig in. Simply put, a metaverse is a digital space inhabited by digital 1) _____ of people, places and things. Think of it like a new version, or maybe a new 2) _____, of the Internet. Many people talk about the Internet as a place. Now, we can actually go into that place to 3) _____, share and work with others. It's an Internet that you can actually 4) _____ – like we do in the physical world. And it's not just a vision anymore. Right now, you can go to a concert and experience a show with other 5) _____ inside a video game. You can walk a factory floor from your own home. You can join a meeting 6) _____ but be in the room to collaborate with your co-workers. Those are metaverses. The future is already here!

- 2 Work in pairs and discuss the following questions.
- 1 Can you use a real-life example to explain the use and benefits of a metaverse?
 - 2 In the video clip, the speaker says that "But an avatar of me isn't ME. My digital self is not my physical self." Do you agree with this statement? Why or why not?

FURTHER LISTENING

NEWS REPORT

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

- A. A wristband that monitors users' heart rate.
B. An instrument that measures users' physical activity.
C. A device that tells how users are feeling at any time.
D. An app that measures the distance users have walked.
- A. By printing out a report at a local hospital.
B. By logging in to their Moodbeam account.
C. By contacting the design company via email.
D. By paying the design company to access data.
- A. A worried mother.
B. A well-known doctor.
C. An unknown engineer.
D. A depressed daughter.

WORD BANK

wristband /'rɪstbænd/ *n.* 腕带
well-being *n.* 幸福; 健康



WORD BANK

currency /'kʌrənsi/ n. 货币

circulation /,sɜ:kjə'leɪʃən/ n. 流通

transaction /træn'zækʃən/ n. 交易

CONVERSATION

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

- 1 A. A virtual currency used for online games.
B. A digital form of China's legal currency RMB.
C. A digital currency issued by commercial banks.
D. A system providing currency exchange services.
- 2 A. Link their account with their bank card.
B. Get access to the web via a mobile phone.
C. Register with a third-party payment provider.
D. Download the digital wallet on their mobile phone.
- 3 A. Anywhere with a Wi-Fi connection.
B. In all situations where cash is used.
C. Anywhere with online banking services.
D. In all situations where bank cards are used.
- 4 A. It is safe to use.
B. It promotes consumption.
C. It helps people save money.
D. It has lots of payment options.

PASSAGE

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

- 1 A. It is a working model of a physical object.
B. It is a new product based on a digital model.
C. It is a flow chart used in designing a program.
D. It is a digital copy of a physical object or system.
- 2 A. Those employing a large educated workforce.
B. Those involved with large-scale products or projects.
C. Those associated with high-tech products or projects.
D. Those relying on huge investment and mass production.
- 3 A. They rely heavily on real-time data.
B. They cannot be used in some fields.
C. They are dependent on Internet connectivity.
D. They are unable to solve real-world problems.

WORD BANK

insight /'ɪnsaɪt/ n. 洞悉; 深入了解

maintenance /'meɪntənəns/ n. 维护

downside /'daʊnsaɪd/ n. 不足之处; 缺点

Michael Grievés /gri:vz/

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EXIT TICKET

1 Check the functional language you have learned in this unit.

Expressing a personal opinion

- In my opinion / experience, ...
- What I mean is ...
- It seems to me that ...
- Personally, I think ...
- To my way of thinking, ...

Expressing a general opinion

- Everybody knows / agrees ...
- Some think ...
- It is generally accepted that ...
- It is considered by many that ...
- It is widely held / believed that ...

Introducing a topic

- Today I'm going to talk about ...
- My topic for today is ...
- The purpose of my presentation is to ...

Developing a topic

- There are three main points which ...
- The first point is ...
- Next ...
- And finally ...

Concluding a topic

- In conclusion / summary, ...
- To sum up, ...
- All in all, ...

2 Check the skills you have learned in this unit.

- Use intonation properly
- Express opinions
- Use signpost language in a presentation

3 Note down the useful ideas you have learned in this unit.

- _____
- _____