

1

UNIT

Mind the gap

Setting the scene

The word “gap” can mean a space between two objects or two parts of an object (say, the gap between the platform and the train), a big difference between two situations, things or groups of people (say, the generation gap or the cultural gap), a period of time between two events (say, a gap year between high school and university), or something missing that stops something else from being good or complete (say, a gap in the market). It appears that the word “gap” carries a negative implication in most cases. Therefore, it is advisable that we should take a pause to mind the gap, explore what is missing and bridge or at least narrow the gap.

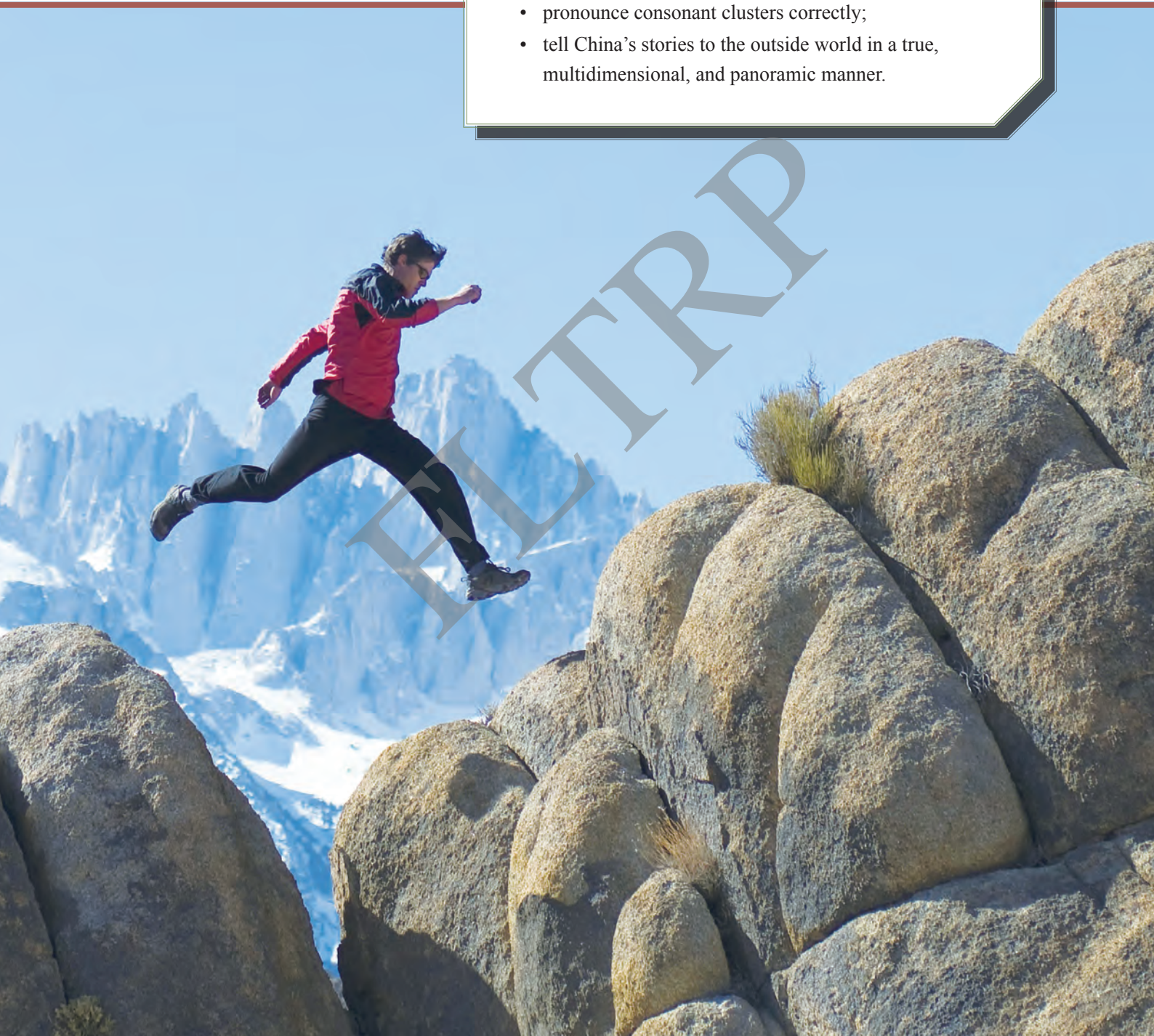
In this unit, you will learn about the importance of minding the gap and ways of bridging the gap in different contexts.



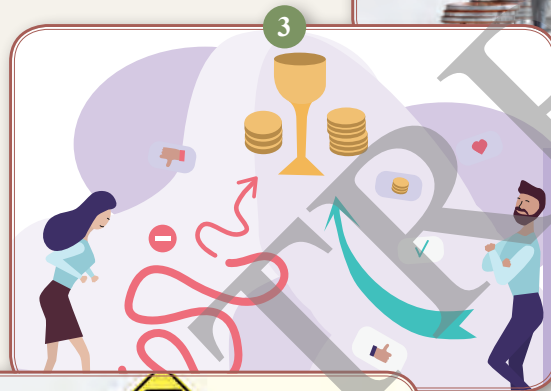
Learning objectives

Upon completion of this unit, you will be able to:

- discuss different kinds of gaps and possible ways to bridge gaps;
- identify the structure and main points of a survey;
- describe a movie clearly and vividly;
- pronounce consonant clusters correctly;
- tell China's stories to the outside world in a true, multidimensional, and panoramic manner.



Below are four pictures about gaps in different aspects.



Step 1 Work in groups to find out what gap is reflected in each picture.

Step 2 Work in groups to discuss the possible ways to narrow or close these gaps.

News report

Listening and understanding

The digital divide refers to the gap between those who are able to benefit from the digital age and those who are not. Age is one of the important factors influencing the ever-widening digital divide. How can we close the digital gap for the elderly? Now listen to a news report and choose the best answer to each of the questions you hear.

- A. Sharing free online resources with them.

B. Encouraging young people to offer volunteer services.

C. Offering free courses to improve their digital literacy.

D. Providing them with convenient and smart life services.
- A. Continue to offer free non-digital services.

B. Get involved in as many scenarios as possible.

C. Design their products to meet the needs of seniors.

D. Pay special attention to educational values.
- A. Limited access and remote sharing.

B. Voice recognition and photo sharing.

C. Remote access and screen sharing.

D. Remote sensing and video calling.
- A. 181 million.

B. 222 million.

C. 254 million.

D. 300 million.

WORDS AND EXPRESSIONS

tech-savvy /,tek 'sævi/ *a.* 精通技术的

surpass /sə'pɑ:s/ *vt.* 超过; 胜过

PROPER NAMES

the State Council /'kaʊnsəl/ 国务院

the National Bureau /'bjʊərəʊ/ of Statistics 国家统计局

the Ministry of Civil Affairs 民政部

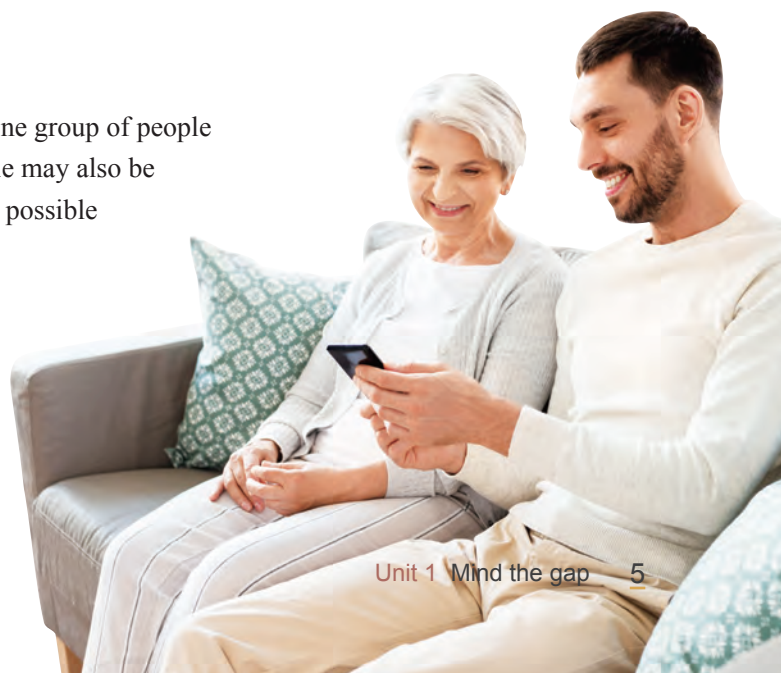
Thinking and speaking

Who is caught in the digital divide?

As we have learned from the news report, the elderly are one group of people who fall victim to the digital divide. Other groups of people may also be trapped in the digital divide. Work in groups to discuss the possible victims of the digital divide.

The digital divide: Causes and effects

A multitude of factors are responsible for the digital divide. Meanwhile, the digital divide exerts a tremendous effect in various aspects. Work in groups to talk about the causes and effects of the digital divide.





WORDS AND EXPRESSIONS

thriving /'θraɪvɪŋ/ *a.* 欣欣向荣的;
兴旺发达的

fantasy /'fæntəsi/ *n.* 幻想作品

blue-sky /'bluː ,skaɪ/ *a.* 天马行空的

insight /'ɪnsaɪt/ *n.* 见解

PROPER NAMES

Journey to the West 《西游记》

Conversation

Listening and understanding

1 As one of the world's most universal cultural products, movies undoubtedly play a vital role in bridging the cultural gap. Now listen to a conversation and check (✓) the questions to which you can find answers in it.

- 1. How has China's film market developed in recent years?
- 2. What challenges are there for Chinese movies to go global?
- 3. What are the essential aspects of cultural exchanges?
- 4. Why has Hollywood developed very fast?
- 5. What can the Chinese film industry learn from Hollywood?

2 Listen to the conversation again and choose the best answer to each of the questions you hear.

1.

A. A film-maker.	B. An actor.
C. A film critic.	D. A scriptwriter.

2.

A. China has successfully presented stories as movies globally.
B. China has produced many interesting movies about globalization.
C. China has ranked among the world's largest film markets.
D. China has produced many globally acceptable fantasies.

3.

A. Find common values across diverse cultures.
B. Make Chinese stories as authentic as possible.
C. Make full use of special effects in film-making.
D. Create an imaginative world of fantasy.

4.

A. It encourages blue-sky thinking among young film-makers.
B. It has a complete system for turning ideas into a performable script.
C. It attaches importance to traditional and mature concepts.
D. It offers unique insights into <i>Journey to the West</i> .



Thinking and speaking

SPEAKING TIPS

Describing a movie

Movies are one of the topics that people like to talk about in daily conversations. While talking about movies, you may include the following aspects.

Movie genres

A movie genre is a particular type of film which people consider as a class because it has special characteristics. Below is a list of movie genres for your reference.

horror film	action film	animated film	fantasy film
documentary film	comedy film	historical film	sci-fi film
superhero film	romance film	adventure film	suspense film

The plot

In describing a film, make sure your story is short and easy to follow by using sequencing and linking words. You can tell the story of the film in the present simple tense.

Comment on the movie

Here is a list of expressions that you can use when describing a movie that you enjoy.

- be totally blown away by
- a masterpiece full of twists and surprises
- informative and enlightening
- critically / commercially acclaimed

How to tell Chinese stories in movies

Let's assume that you are a film director and you are going to present *Journey to the West* to the world. Work in groups to share with one another your idea of presenting the story in a way which will appeal to a global audience.

Talking about your favorite Chinese film

Over the past decades, China's film industry has achieved great success. However, as is mentioned in the conversation, there are still challenges for Chinese movies to act as a vehicle to promote Chinese culture to the world. Suppose you are invited to recommend one of your favorite Chinese films to a group of overseas college students. What would it be? Work in groups to share with one another your favorite Chinese film.

WORDS AND EXPRESSIONS

be burned into one's memory 在某人记忆中留下深深的烙印

rallying cry /'ræliŋ ,kraɪ/ *n.* 战斗口号

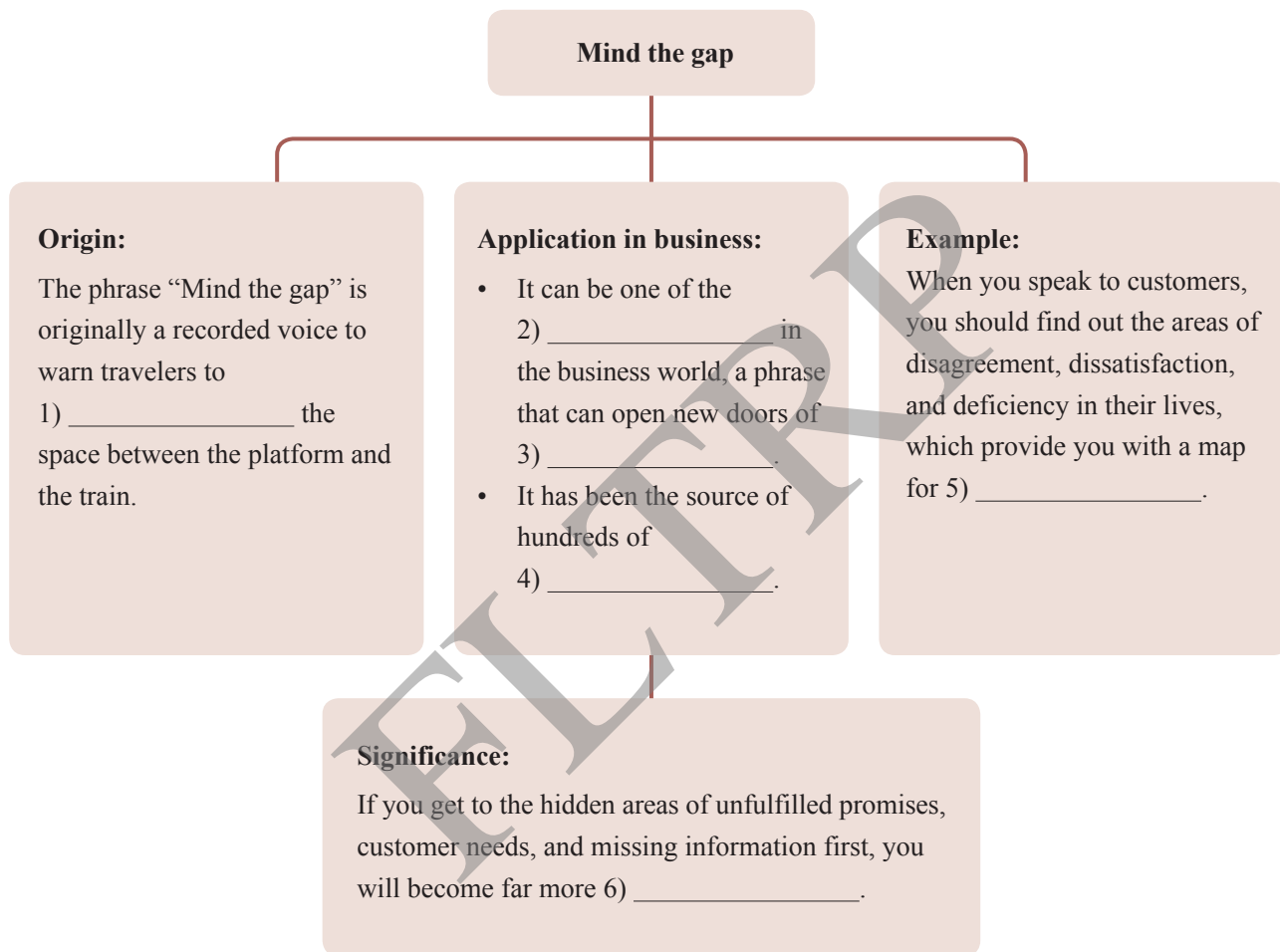
deficiency /dr'fi:nsi/ *n.* 不足; 缺乏

wellspring /'wel,sprɪŋ/ *n.* 源泉

Passage 1

Listening and understanding

- 1 The phrase "Mind the gap" can be used in various contexts, but what does it mean in the business world? Now listen to a passage and complete the outline with what you hear.



MIND

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

- ___ 1. Some of the world-famous brands originated from unsatisfied customer needs.
- ___ 2. Studying competitors' products leads to completely new and different solutions.
- ___ 3. People in business tend to focus on solving problems when they appear.
- ___ 4. The gaps in the business world are very noticeable and easy to find out.

Thinking and speaking

Minding the gap vs. studying competitors' products

In the passage, the speaker suggests that business people should focus on minding the gap of customer needs rather than studying competitors' products. Work in groups to discuss whether you agree or disagree with the speaker. Justify your viewpoint with evidence and examples.

Exploring what's missing

In the passage, the speaker emphasizes that the hidden areas of unfulfilled promises, customer needs, and missing information can be a wellspring of opportunity. Suppose you want to launch a start-up company serving students at your university. Work in groups to explore what's missing in the students' lives and share your idea of the start-up company in class.

THE GAP

WORDS AND EXPRESSIONS

clarify /'klærə,fai/ *vt.* 澄清; 讲清楚

mandatory /'mændət(ə)ri/ *a.* 强制性的; 义务的

compensation /,kɒmpən'seɪʃn/ *n.* 报酬; 工资

internship /'ɪntɜ:n,ʃɪp/ *n.* 实习期的工作

Passage 2

Listening and understanding

LISTENING TIPS

Listening to a survey

A typical survey report is comprised of three parts: the introduction, the body and the conclusion (sometimes this part is optional). While listening to the introduction, you should pay special attention to the purpose of the survey and the respondents involved in the survey. Sometimes, you should also be able to answer such questions as who conducted the survey, and when and how it was conducted. The body of the survey report presents the information collected and analyzed in a clear and detailed way. While listening to this part, you should pay special attention to the figures, which may be given in the form of percentages and proportions. You may hear exact percentages, such as "68% of those who filled in the questionnaire," or less exact expressions, such as "a small number of."

- 1 Have you ever considered taking a break from your studies? Is it possible that a gap year can make college students more hireable? Now listen to a passage and complete the outline with what you hear.

Information about the survey

Respondents Over 1,000 college students, graduates and hiring managers

Purpose To offer insights into how people perceive taking a year off school

Findings

Students

- Seventy-eight percent of students who took a gap year felt it was beneficial to clarifying 1) _____ in their life.
- 2) _____ percent of the students surveyed believed that gap years should be mandatory.

Hiring managers

- 3) _____ percent believed taking a gap year was beneficial for students and 4) _____.
- More than 5) _____ were more likely to hire those "gappers."
- Nineteen percent would offer 6) _____ compensation to those candidates who'd taken a gap year.



- 2 Listen to the passage again and choose the best answer to each of the questions you hear.
- A. It could help them budget their time and money.

B. It could give them an opportunity to change their major or career path.

C. It could save them a considerable amount of time and money.

D. It could enable them to perform better in job interviews.
 - A. Traveling abroad.

B. Acquiring a new language.

C. Participating in an internship program.

D. Learning a new practical skill.
 - A. Self-respect.

B. Self-control.

C. Self-discipline.

D. Self-knowledge.

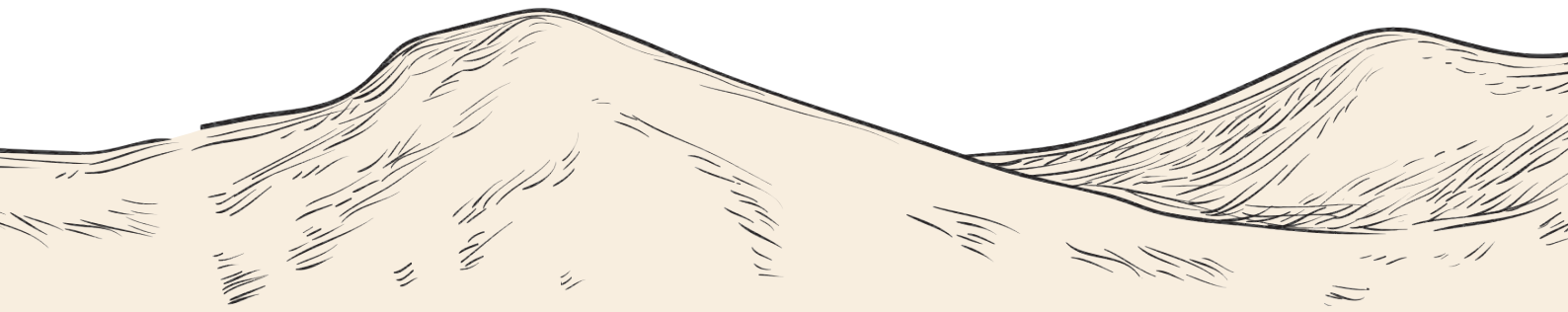
Thinking and speaking

Pros and cons of taking a gap year

There is an ongoing debate as to whether students should take a gap year. Work in groups to discuss the pros and cons of taking a gap year.

What will be your gap year activity?

There are a wide range of gap year activities to undertake, such as completing an internship program, volunteering and traveling. Suppose you plan to take a gap year during your college life. Work in groups to share your favorite gap year activity and explain why.



WORDS AND EXPRESSIONS

impoverished /ɪm'pɒvərɪʃt/ *a.* 非常贫困的; 赤贫的

outskirts /'aʊt,skɜ:ts/ *n.* [pl.] 远离市中心的地区

steep /sti:p/ *a.* (路、山等) 陡的, 陡峭的

slope /sləʊp/ *n.* 斜坡; 斜面

contiguous /kən'tɪgjuəs/ *a.* 毗连的

cultivation /,kʌltɪ'veɪʃn/ *n.* 栽培; 种植

alleviation /ə,lɪ'veɪ'eiʃn/ *n.* 减轻; 缓和

relocate /,ri:ləʊ'keɪt/ *v.* 迁移; 搬迁

priority /praɪ'ɒrəti/ *n.* 优先处理的事; 当务之急

boost /bu:st/ *vt.* 促进; 推动

eliminate /ɪ'lɪmɪ'neɪt/ *vt.* 消除; 根除

logistics /lə'dʒɪstɪks/ *n.* [pl.] 物流

premise /'premɪs/ *n.* 前提

relieve /rɪ'li:v/ *vt.* 减轻, 缓解 (问题的难度或严重性)

Viewing and understanding

- 1 Since the beginning of reform and opening-up over 40 years ago, China has lifted more than 700 million rural residents out of poverty, scoring a complete victory in her fight against poverty. How has China managed to create this miracle? Now watch a video clip and check (✓) the three measures that China has taken in the battle against poverty.

- ___ 1. Developing contiguous cultivation
 ___ 2. Relocating the impoverished population
 ___ 3. Promoting local products
 ___ 4. Developing sustainable eco-tourism
 ___ 5. Improving education

- 2 Watch the video clip again and answer the questions with what you hear.

1. Why did the host go to Lanping County?

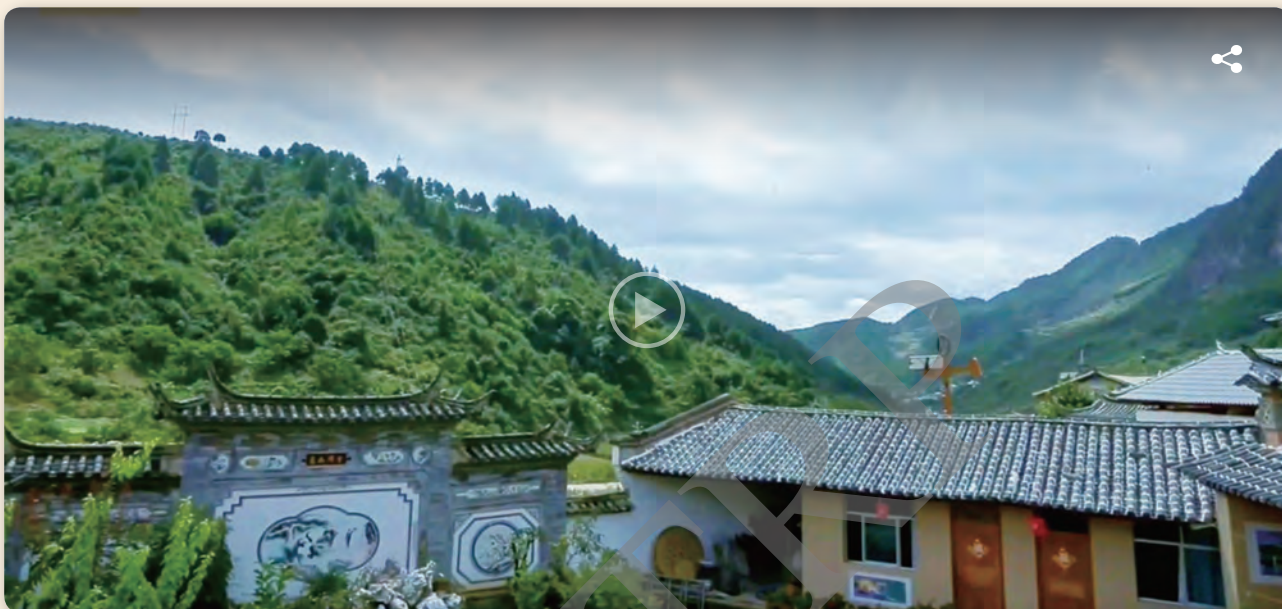
2. What natural conditions does Wumapu Village have?

3. Why does the host say there might be a happy ending for the little old lady?

4. How many people had been relocated by the end of 2018?

5. What does the Chinese government see as the premise for poverty alleviation?

6. What are young people encouraged to do in the fight against poverty?



3 Watch the video clip again and decide whether the statements are true (T) or false (F).

___ 1. The host was amazed by what he saw in the urban part of Lanping County.

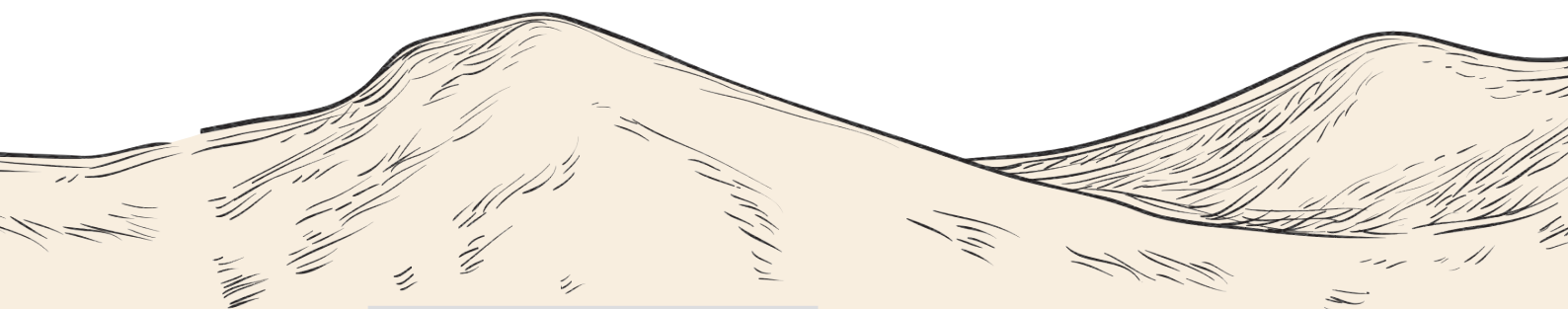
___ 2. The subsidy-based poverty alleviation policy worked well in Wumapu Village.

___ 3. China started to implement the policy of relocating the impoverished population in 2016.

___ 4. With the development of logistics and e-commerce come many employment opportunities.

___ 5. Industry-based targeted poverty alleviation policies can produce a far-reaching impact on local people.

___ 6. To promote educational equality, the Internet is introduced to rural areas.



Thinking and speaking

Past and present: Changes in the lives of Chinese people

The video clip presents a picture of how an impoverished area was lifted out of poverty with the support of the government. In fact, every Chinese citizen can feel the improvement of living standards. Below are three pairs of photos. Work in groups to describe these photos and talk about the changes in the lives of the Chinese people after China embarked on the journey of reform and opening-up.



Being a volunteer teacher

As He Jiangtao said in the video clip, education narrows the gap between eastern regions and some western regions, and it gives students the wings to fly and create a hopeful future. Suppose you want to volunteer to teach in rural areas. How will you prepare for your volunteer teaching and what will you bring to students there? Work in groups to share your idea.



Pronunciation

PRONUNCIATION TIPS

Consonant clusters

A consonant cluster is two, three or four consonant sounds in a row. Examples of consonant clusters are /b/ in “black,” /sks/ in “tasks” and /mpst/ in “glimpsed.”

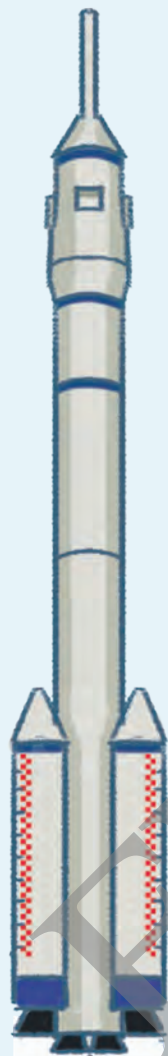
The most common problem with pronouncing consonant clusters is that speakers might leave a sound out in a cluster. For example, when pronouncing the word “success,” you might say /sə'ses/ instead of /sək'ses/. Another common problem is that speakers might add a vowel in between the consonants. For example, you might say /pəli:z/ instead of /pli:z/ for “please.”

If you mispronounce a consonant cluster, it can mean another word, and this can be confusing to your listeners. For example, if you leave the /l/ out in “click,” it will sound like “kick.” As you can see, mispronouncing consonant clusters will cause confusion. Therefore, it is important that you pronounce them clearly.

Listen to the sentences and find the consonant clusters in each sentence. Then read out loud after the speaker.

1. It wasn't as impoverished as people made it out to be.
2. I've come to the outskirts of Lanping County, just into this mountain village.
3. Ninety-five percent of its farmland is found on steep slopes, which is unsuitable for contiguous cultivation.
4. Targeted poverty alleviation is a comprehensive and systematic project in China.
5. All of these products are made locally and they're being shipped everywhere in China through the process of this logistics operation and e-commerce.
6. The Chinese government sees industrial development as the premise for poverty alleviation.

Giving a presentation



The story of China

Your university is launching an activity which aims at encouraging students to tell China's stories to the outside world in a true, multidimensional, and panoramic manner, thus bridging the cultural gaps between China and other countries and enabling the whole world to understand China better. Participants are asked to give a presentation on one particular aspect of China. You are interested in this activity and want to present the story of China to the audience.

Step 1

Form groups

Form groups of four or five. Make sure you have a group leader to chair the discussion and someone to take notes.

Step 2

Choose a topic

Work in groups to choose the topic of your story of China. Make sure that different groups focus on different topics. Below are some topics for your reference.

- China's reform and opening-up
- China's mobile payment
- Education in China
- China's aerospace development
- Chinese role models, such as Qian Xuesen and Yuan Longping



Step
3

Collect information

Search for relevant information for your story of China. Piece together the information you have collected and select the most useful information for your presentation.

Step
4

Plan the presentation

Prepare the presentation. Remember to use graphs, photographs, video clips, etc. to enhance your presentation.

Step
5

Give the presentation

Give the presentation to the class. After the presentation, invite the audience to ask questions. Then the class vote for the best presentation.

News report

WORDS AND EXPRESSIONS

initiative /ɪ'nɪʃɪətɪv/ *n.* 计划; 措施

utility /ju:'tɪləti/ *n.* 公用事业 (如燃气、电气等)

emission /ɪ'mɪʃn/ *n.* 排放物; 散发物

PROPER NAMES

Ant Forest 蚂蚁森林 (支付宝设计的一款公益行动)

Alipay /'ɑ:lɪpeɪ/ 支付宝

Champions of the Earth 地球卫士奖

Inger Andersen /'ɪŋgə ,ændəsn/ 英格·安德森 (人名)

United Nations Environment

Programme 联合国环境规划署

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

- A. It was the first digital green initiative in the world.

B. It promoted people's environmental awareness successfully.

C. It contributed to environmental protection with digital technology.

D. It encouraged more than half a million people to adopt a healthy lifestyle.
- A. Pay utility bills online.

B. Drive electric cars.

C. Cut down on traveling.

D. Go on a healthy diet.
- A. About 7.9 million tons.

B. About 22 million tons.

C. About 122 million tons.

D. About 500 million tons.

Conversation

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

WORDS AND EXPRESSIONS

screen capture /'skri:n kæptʃə/ *n.* 屏幕截图

patent /'peɪnt/ *n.* 专利

implementation /,ɪm'plɪmən'teɪʃn/ *n.* 实施

science fiction /,saɪəns 'fɪkʃn/ *n.* 科幻小说

PROPER NAMES

Richard Turrin /,rɪtʃəd 'tʊrɪn/ 理查德·图林 (人名)

- A. They have undergone dramatic changes.

B. They have taken the lead in innovation.

C. They have remained virtually unchanged.

D. They have left China's Internet companies far behind.
- A. The degree of AI implementation in China.

B. The amount of innovation within the AI space in China.

C. The whole picture of the AI space in China.

D. The number of AI companies in China.
- A. They are very interested in science fiction movies.

B. They are fascinated by apps designed by AI companies.

C. They have been in the lead in AI implementation.

D. They haven't achieved their cash-free dream.

Passage 1

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

- 1 A. It is large. B. It is thriving.
C. It is diverse. D. It is inclusive.
- 2 A. To inspire the Kiwi's interest in Chinese and Chinese culture.
B. To help the Chinese community preserve its traditions.
C. To promote economic cooperation between China and New Zealand.
D. To provide ethnic Chinese Kiwis with a favorable learning environment.
- 3 A. Tours of Chinese schools.
B. Master's programs in international education.
C. Visits to museums and cultural sites in China.
D. Lectures about doing business in China.
- 4 A. Support from principals. B. Increased teaching capabilities.
C. Students' greater interest. D. Parents' growing acceptance.

WORDS AND EXPRESSIONS

alien /'eɪliən/ *a.* 陌生的

New Zealander /ˈnjuː 'zi:ləndə/ *n.*
新西兰人

ethnic /'eθnɪk/ *a.* 具有种族（民族、部落）特色的

Kiwi /'kiːwiː/ *n.* 新西兰人

principal /'prɪnsəpl/ *n.* 校长

counterpart /'kaʊntə,pɑːt/ *n.* 职务相当的人

PROPER NAMES

Confucius /kən'fjuːʃəs/ Institute
孔子学院

New Zealand /ˈnjuː 'zi:lənd/ 新西兰
(大洋洲国家)

University of Auckland /'ɔːklənd/
奥克兰大学（新西兰）

Passage 2

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

- 1 A. They get more fun from texting, posting and sharing.
B. They are born with the talent of using technology.
C. They think verbal communication is not valuable.
D. Their life is always closely related to technology.
- 2 A. They don't understand emojis or memes.
B. They are less likely to use body language.
C. They can't see the value of emojis and slang.
D. They find it difficult to learn new things.
- 3 A. It will make older generations less motivated.
B. It will make people from different generations further apart.
C. It will make communication less varied and less interesting.
D. It will make new generations care less about older generations.

WORDS AND EXPRESSIONS

slang /slæŋ/ *n.* 俚语

be inundated /'ɪnʌndertɪd/ with
(收到太多某物而) 应接不暇

meme /mi:m/ *n.* (网络) 迷因 (指迅速在因特网上传播的视频、笑话等)

subtlety /'sʌtlɪti/ *n.* (想法、观点、细节中的) 微妙之处

parallel /'pærəlel/ *n.* 可相比拟的人
(或事物)